



## **NMI NATIONAL MEETING**

SEPTEMBER 3 - 7, 2008  
LOEWS LAKE LAS VEGAS RESORT  
LAS VEGAS, NEVADA

<b>1</b>	Welcome
<b>2</b>	Brass Tacks
<b>3</b>	Denison Survey
<b>4</b>	Sales Channel Marketing
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<b>6</b>	Legal - ESRB
<b>7</b>	IS Training
<b>8</b>	Licensed Products Product Training
<b>9</b>	Regional Module
<b>10</b>	Miscellaneous







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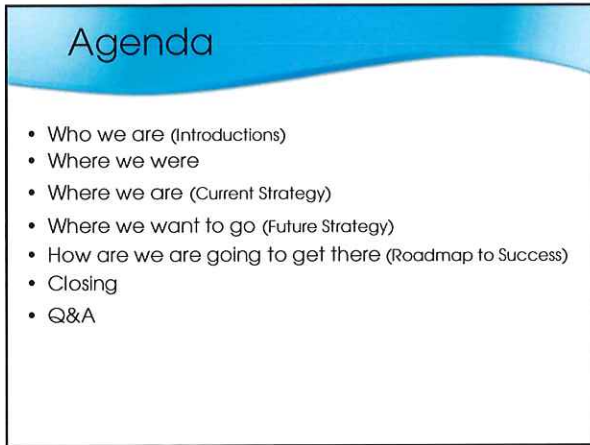
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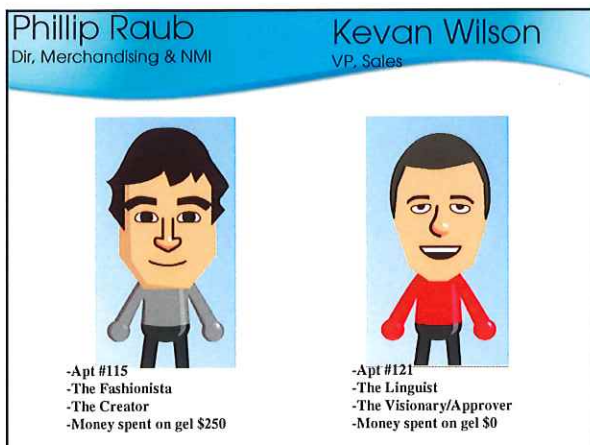
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Where we Were

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Where we Were

As a Company:

- Product Sales
- Structure
- Location
- People

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Current Strategy

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- ### Current Strategy
- NMI is:**
- The industry leader in executional excellence
  - Currently operating a 4 week call cycle
  - Visiting/servicing the highest volume stores the same way we service the lowest volume stores
  - Spending value time and resources visiting remote locations

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### The Future of NMI

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## Future of NMI

### What we want NMI to become:

- Not only the industry leader in executional excellence, but the leader in strategic merchandising
- A conduit and resource for the Sales and Merchandising teams (and the company as a whole)
- A strategically positioned field organization that is flexible and nimble to meet and adapt to the growing needs of Nintendo's business

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## Roadmap to Success

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## Roadmap to Success

### How we will foster change:

- Develop an integrated Sales and Merchandising force
  - Create greater interaction between the NAMs & NMI
  - Develop cross-functional training programs to promote growth opportunities
- Create a new call cycle
  - Focusing our efforts on the most important accounts and the top volume stores within those accounts
- Provide greater autonomy while servicing stores
  - Provide NMI with the tools to make smart merchandising decisions
- Increase the amount of time you have in key accounts to explore other merchandising opportunities
  - Explore merchandising concepts
  - Provide feedback to HQ teams to help foster creative ideas

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## Closing Summary

- Nintendo is a highly innovative company that has been able to adapt to the needs of the marketplace
- Accordingly, we also need to remain innovative and be able to adapt and change to meet the needs of both our internal and external customers

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Q & A

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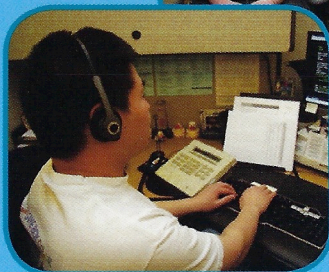


# 2008 DENISON SURVEY

## ONE FOCUSED ORGANIZATION

Communication & Collaboration  
Embracing Change  
Customer Focus  
Learning

BEYOND GREAT IN '08!



Nintendo®



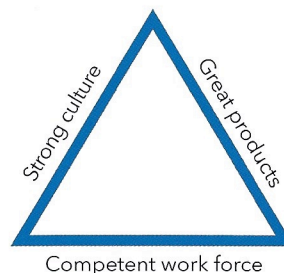
**"Enhanced clarity and control over 'how we do things here' is helping to establish Nintendo as one of the best places to work in America."**

**"Your invaluable feedback has helped us identify the areas we need to focus on to drive the company forward in 2008 and beyond."**

## **The Executive Team**

## **A Note from the Executive Team**

We just completed the most exciting year in Nintendo's history. We should all take pride in this. Our great products, coupled with your dedication, drive and competence were key components to our momentum in the market. As we continue our momentum and sales growth in 2008, it is important to consider the key components that support our performance.



- A strong culture that facilitates people doing their absolute best work
- The ability to attract, grow, and retain the best people
- Great products that produce powerful results in the marketplace

In January 2007, we launched the Denison Culture survey to help us better understand the strengths and opportunities of the "strong culture" side of the triangle. We took our key learnings and applied them throughout the year through various programs and initiatives. The focus on this area paid off: the 2008 Denison Survey results showed we made significant strides towards achieving a more constructive and positive culture and climate at NOA. Enhanced clarity and control over "how we do things here" is helping to establish Nintendo as one of the best places to work in America.

Thank you for taking the time to complete the 2008 Denison Culture survey and for sharing your perspectives. This brochure details the results, focus areas and next steps. Your invaluable feedback has helped us identify the areas we need to focus on to drive the company forward in 2008 and beyond.

-The Executive Team



Front (L-R): Jim Cannataro, EVP, Administration; Mr. Takahashi, EVP, Special Assignment; Jacqualee Story, EVP, Business Affairs; Mike Fukuda, EVP Business Development  
Back (L-R): Don James, EVP, Operations; Mr. Kimishima, Chairman and CEO; Reggie Fils-Aime, President and COO; Cammie Dunaway, EVP Sales & Marketing

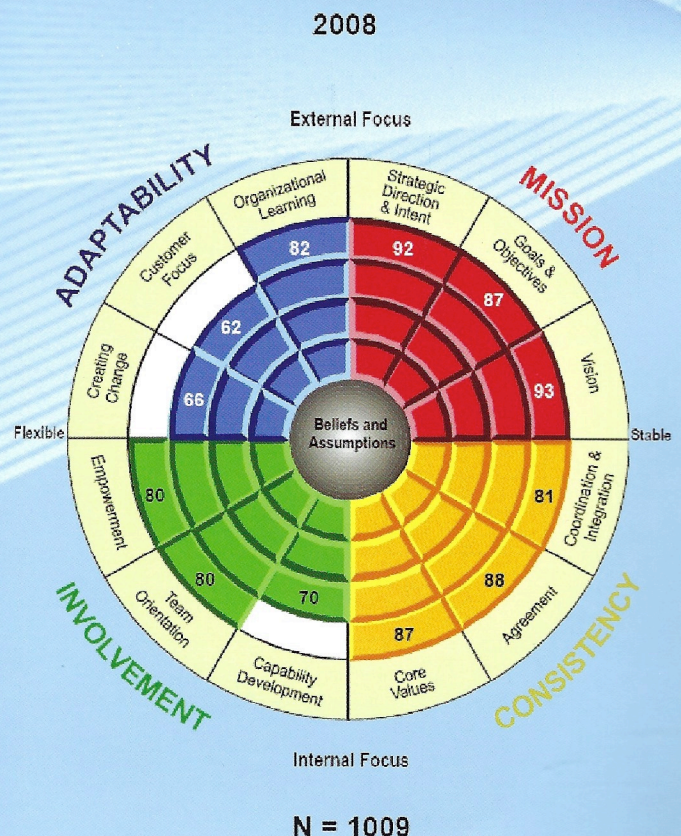
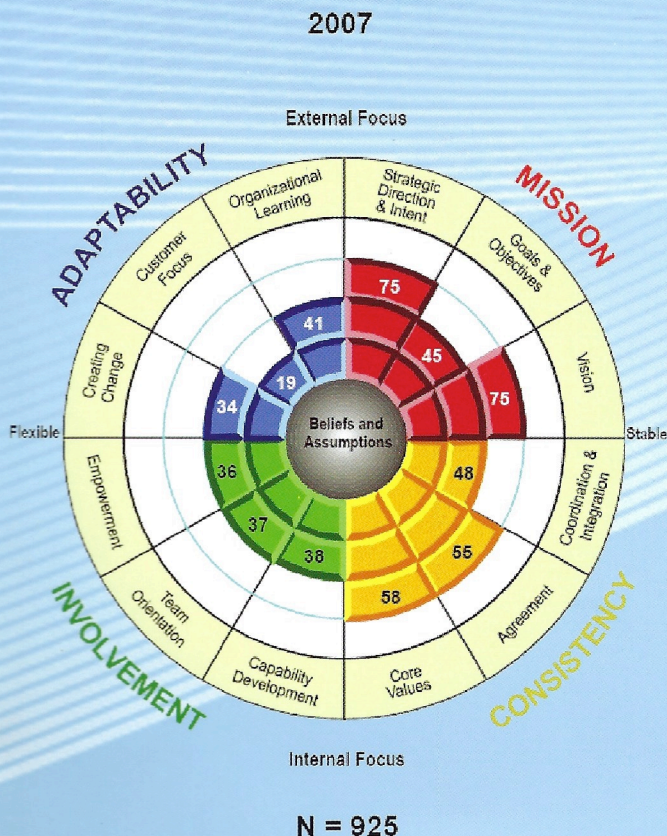


## 2008 Denison Results

As shown in the chart below, we have made gains in a number of our focus areas. For 2008, you'll see more color on the wheel, with higher percentile ratings in every area. In big and small ways, we are clearly doing things differently here. Thank you to everyone for your contributions to these improved results!

### Some specific activities that have led to these improvements include:

- Clear articulation of NOA's Vision and Values as an organization: a defined picture of where we are going and how we want to get there.
- Visible, tangible business objectives to focus all of our daily activities.
- Regular communication by the NOA Executive Team and sharing of best practices across the whole organization.
- Cross Functional Committees: Global Teamwork, Commit to Collaborate, Transition Committee and Adaptability Committee.
- Rigorous, frequent communication (Directors' meetings, staff meetings, Nsite).
- Detailed communication of the 2007 Denison data and discussion of "what this means to us" at all levels.
- The launch and staffing of the new People and Organizational Department creates an internal resource to provide new programs, services, training, coaching and support to manifest learning in every area.





## Focus Areas for 2008

After a detailed examination of the data, the NOA Executive Team has selected four focus areas for our ongoing culture transformation for 2008:

### 1 Communication and Collaboration

We will create rigorous two-way interaction and information-sharing across various levels and functions, allowing all employees to make decisions and do their best work. The complexity of our communication requirements has increased significantly as a result of our new remote offices and the ever-increasing volume of information we need to share. These factors reinforce the importance of exchanging ideas, knowledge and requirements with others in the company. We can accomplish much more working together than apart.

### 2 Embracing Change

Nintendo's vision requires us to reach new audiences in new ways, which demands that we do things differently within our own walls. Flexibility, creativity, and new and improved ways to work will enable us to match our innovation in the market with innovation within NOA. We can appreciate and respect the wisdom of the past while seizing opportunities for the future.

### 3 Customer Focus

Our relationships with our customers--whether internal or external--are vital underpinnings of Nintendo's continued market momentum. How we treat each other ultimately impacts how we nurture valuable relationships with both our end customers (retailers) and consumers. Maintaining service orientation at all levels and in all ways, combined with understanding our impact on the continuous customer supply chain, is vital to achieving our vision.

### 4 Learning

We will support employees with the tools, training and development to foster their best effort towards satisfying business needs. We will treat every employee as a leader in their respective area, responsible for their part in shaping Nintendo's culture and overall executional excellence. Implementing PLAN, DO, CHECK, ACT, methodology will assist us in driving continuous learning and enhancing our adaptability.

**"I've appreciated the effort to communicate corporate goals and values. It helps me frame the work I do in terms of how it will advance these goals."**

**-Nintendo Employee**

**"I've noticed that upper management has become more flexible and willing to try new things. Keep doing it!"**

**-Nintendo Employee**



## Key Elements of NOA's Vision

**Nintendo's Vision: Entertain and enrich everyone!**

**Nintendo of America Company Purpose: Ignite and satisfy demand by delivering "wow" experiences and services that bring big smiles.**

### 2008 Business Objectives

- Drive sales and manage infrastructure growth
- Know your customer and provide outstanding service
- Deepen the consumer experience
- Expand the gaming universe
- Commit to "One Focused Organization"

### Nintendo of America Core Values

**Excellence in Execution:** We strive for the highest level of quality and pursue world-class performance with discipline and humility. We expect excellence from our partners and ourselves.

**People:** Creativity, commitment, flexibility, and integrity are key components to achieving our success. We work hard to create an environment in which people thrive and can do their best work. We invest in developing leaders who value people as our most important asset.

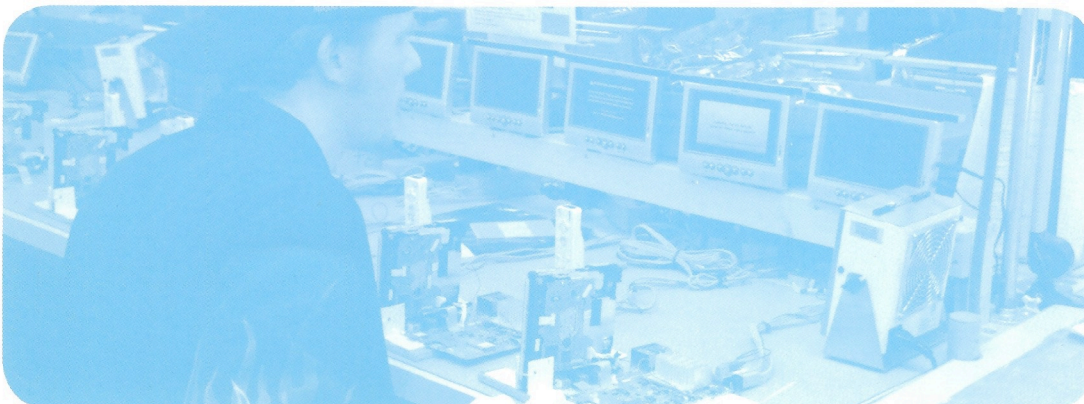
**Global Teamwork:** As an important part of worldwide Nintendo, we nurture our key partnerships, both internal and external, recognizing that Nintendo's success is enhanced when we work together.

**Spirit of Fun:** Nintendo's products entertain and enrich everyone. We approach our work with the same appreciation for fun and innovation.

Clear vision, focused business emphasis, and Nintendo's rich core values, provide a roadmap for **what** we want to accomplish this year and beyond, and **how** we want to accomplish this work together.

**"Better communication as a 'whole' regarding the big picture which gives employees the foresight to see beyond their own responsibilities and areas."**

**-Nintendo Employee**





## Next Steps

The NOA Executive Team has committed to an extensive rollout of the 2008 Denison results to every division in April and May of this year. Our specific goal is to facilitate robust two-way exchange and dialogue between all of us and to share suggestions for things we can **keep doing, start doing, and stop doing** as we transform our culture.

We hope and expect that each of you will attend these sessions and that you will seek unique ways to contribute to positive, cultural enhancements and to the development of an improved working environment at NOA in the short and long term.

We look forward to hearing about your energy, excitement and ideas for making Nintendo one of the best places to work in the world!



"This is a company that cares about its employees, and employees that feel cared about will always produce more for their company."

-Nintendo Employee

"This year we have been encouraged to look at our processes and evaluate how they could be made more fun, strategic, and an opportunity for learning at all levels."

-Nintendo Employee

Nintendo



# Overview of the Denison Model

The Denison Model is based on four key concepts:

## Adaptability

**Patterns...Trends...Marketplace**  
*Translating the demands of the business environment into action.*

*"Are we listening to the marketplace?"*

## Involvement

**Commitment...Ownership...Responsibility**  
*Building human capability, ownership and responsibility.*

*"Are our people aligned and engaged?"*

## Mission

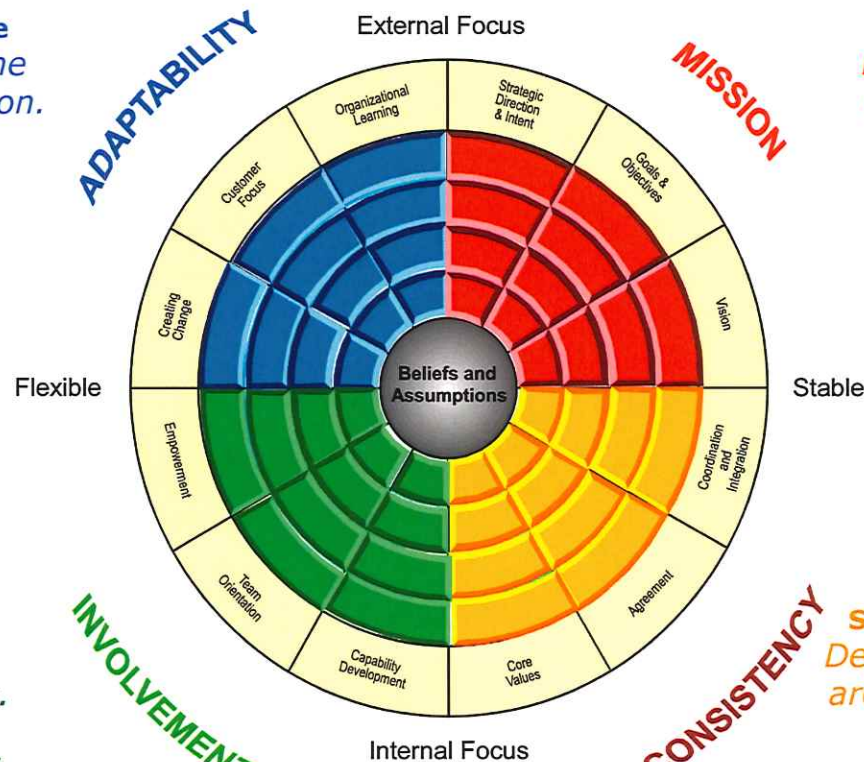
**Direction...Purpose...Blueprint**  
*Defining meaningful long-term direction for the organization.*

*"Do we know where we are going?"*

## Consistency

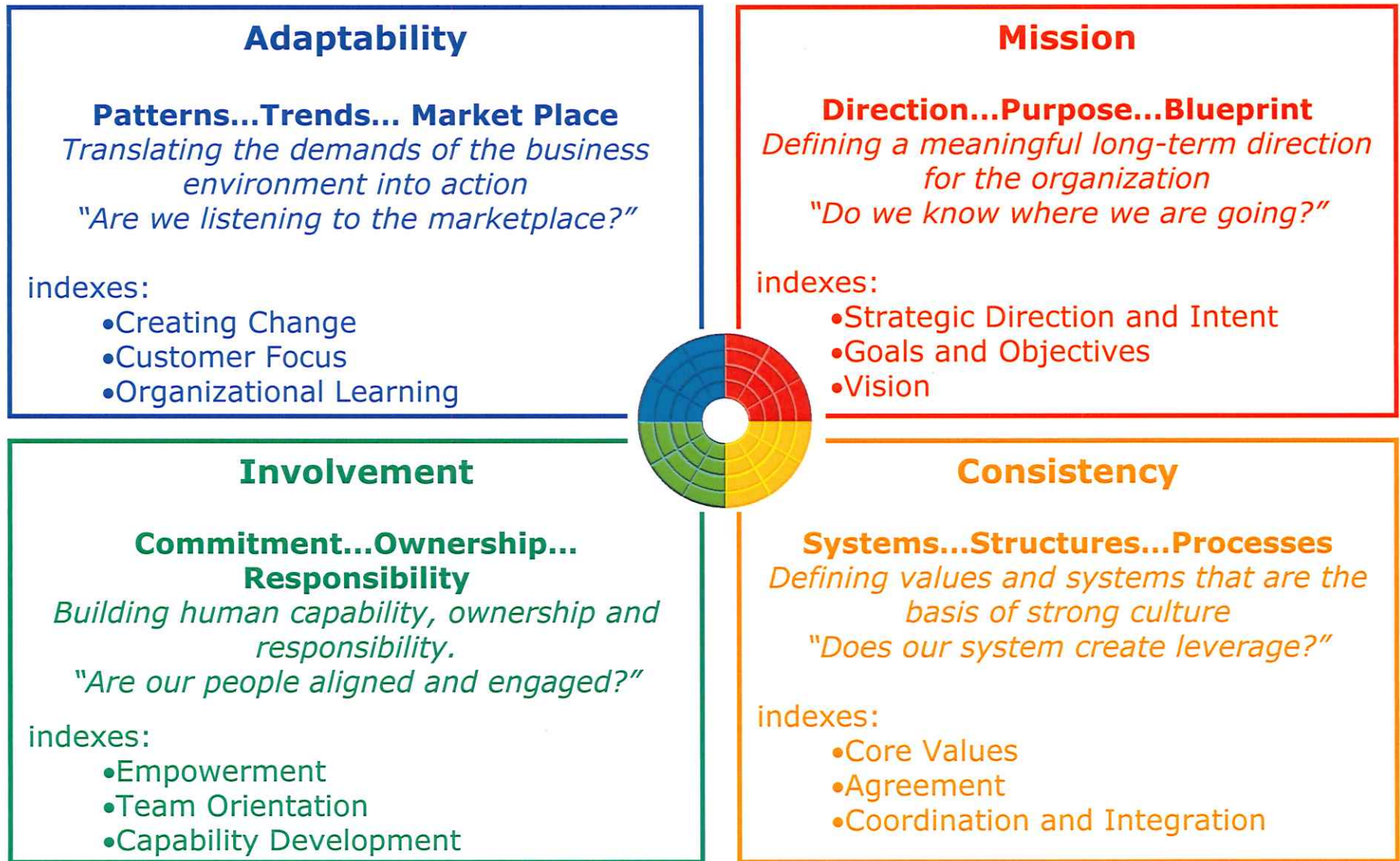
**Systems...Structures...Processes**  
*Defining values and systems that are the basis of a strong culture.*

*"Does our system create leverage?"*



**Every organization needs to have capabilities in these four areas!**

## Each of the four traits has three indexes:



Each of these indexes is made up of five survey items for a total of sixty items.

# **To What Benchmark Is My Company Being Compared?**

- **The database includes over 750 organizations.**
- **The sample includes organizations from all over the world. About 75% of them are from North America.**
- **The benchmark is comprised of both large and small companies from a wide variety of industries.**
- **The differences between countries and industries are small compared to the differences within each individual organization.**



# Understanding Your Results

This is one of the four key traits that impact business performance.

**ADAPTABILITY**

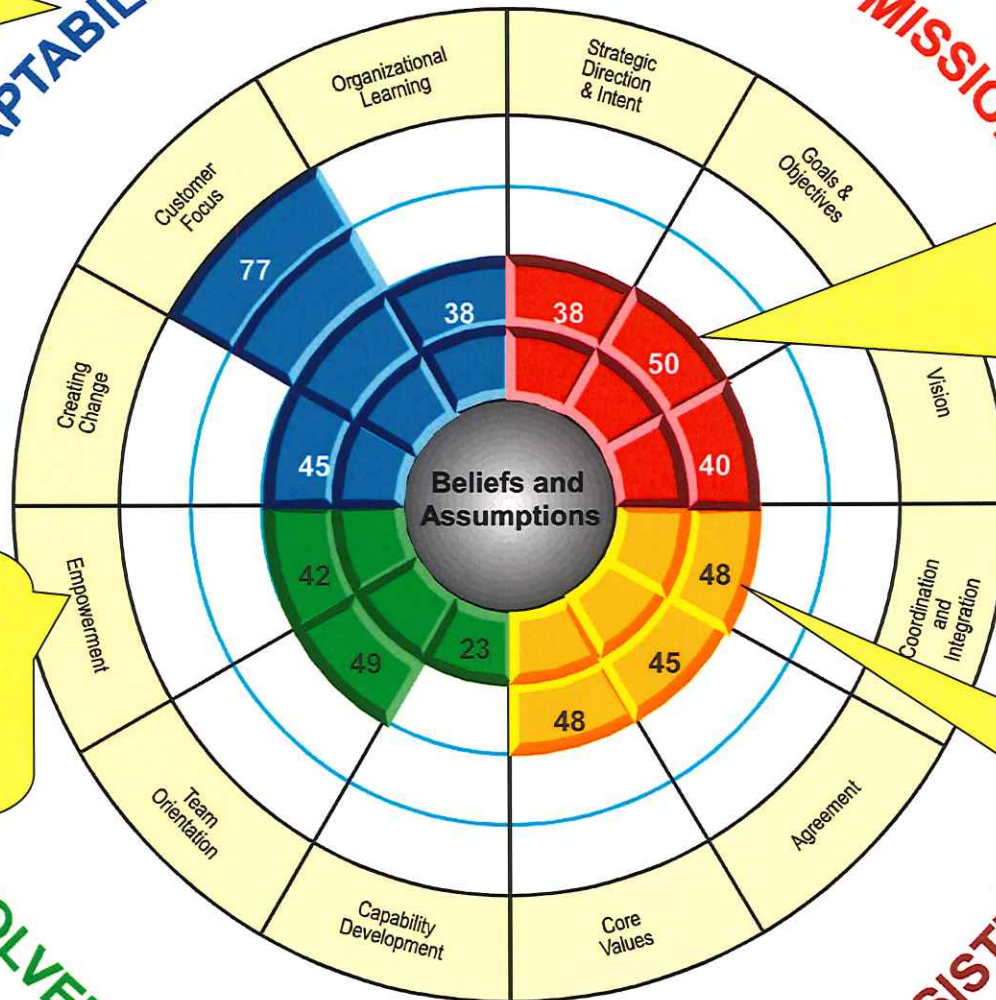
**Flexible**

This is one of the three indexes that measure behaviors for this trait. Each of the twelve indexes consists of five survey items.

**N=221**

Your Organization Name

**External Focus**



This is a percentile score. A percentile is your organization's score as a percentage benchmarked against the average of other organizations. (This average is called a norm.) This organization, for example, scored better than 50 percent of all of the companies in the database in the area of Goals and Objectives.

**Stable**

The profile is colored to show the quartile in which the percentile falls. This score, for example, falls in the second quartile.

**CONSISTENCY**

**Internal Focus**

Note: Numbers denote percentile values

SB 2002

22-Apr-04

**Denison**

# Understanding Your Line Item Results

This is one of the four traits in the model.

*In this organization...*

## Empowerment

Most employees are highly involved in their work.

Decisions are usually made at the level where the best information is available.

Information is widely shared so that everyone can get the information he or she needs when it's needed.

Everyone believes that he or she can have a positive impact.

Business planning is ongoing and involves everyone in the process to some degree.

*In this organization...*

## Team Orientation

Cooperation across different parts of the organization is actively encouraged.

People work like they are part of a team.

Teamwork is used to get work done, rather than hierarchy.

Teams are our primary building blocks.

Work is organized so that each person can see the relationship between his or her job and the goals of the organization.

*In this organization...*

## Capability Development

Authority is delegated so that people can act on their own.

The "bench strength" (capability of people) is constantly improving.

There is continuous investment in the skills of employees.

The capabilities of people are viewed as an important source of competitive advantage.

Problems seldom arise because we have the skills necessary to do the job.\*

## Involvement

Quartile Percentile 0 1st 25th 2nd 50th 3rd 75th 4th 100th

These are the four quartiles in which your percentiles may fall for each item.

These are the percentile scores for each line item. Your line item score is also benchmarked against how other organizations scored on each item.

An item with an asterisk (\*) has wording that is reversed from the way it was presented in the survey.

These are the items as they appear on the survey.

The +/- symbols indicate that the item was one of the top five (+) or bottom five (-) scores on this survey.

are reversed from the survey.

+s and -s indicate top 5 and bottom 5 percentile scores

Numbers denote percentiles

SB 2002  
22-Apr-04





# Understanding Your Hi-Low Results

Your Company Name

## Highest Score

94	Customer input directly influences our decisions.
93	Customer comments and recommendations often lead to changes.
91	Ignoring core values will get you in trouble.
83	All members have a deep understanding of customer wants and needs.
69	We make certain that the "right hand knows what the left hand is doing."

These are the five items for which your organization received the highest percentile scores. They are listed in order from highest to lowest score.

## Lowest Score

9	Problems seldom arise because we have the skills necessary to do the job.*
13	Working with someone from another part of this organization is not like working with someone from a different organization.*
15	We encourage direct contact with customers by our people.
15	Few things "fall between the cracks".*
16	Attempts to create change seldom meet with resistance.*

These are the five items for which your organization received the lowest percentile scores. They are listed in order from lowest to highest score.

The colors indicate the traits to which each item is attributed for easy identification of patterns and trends.



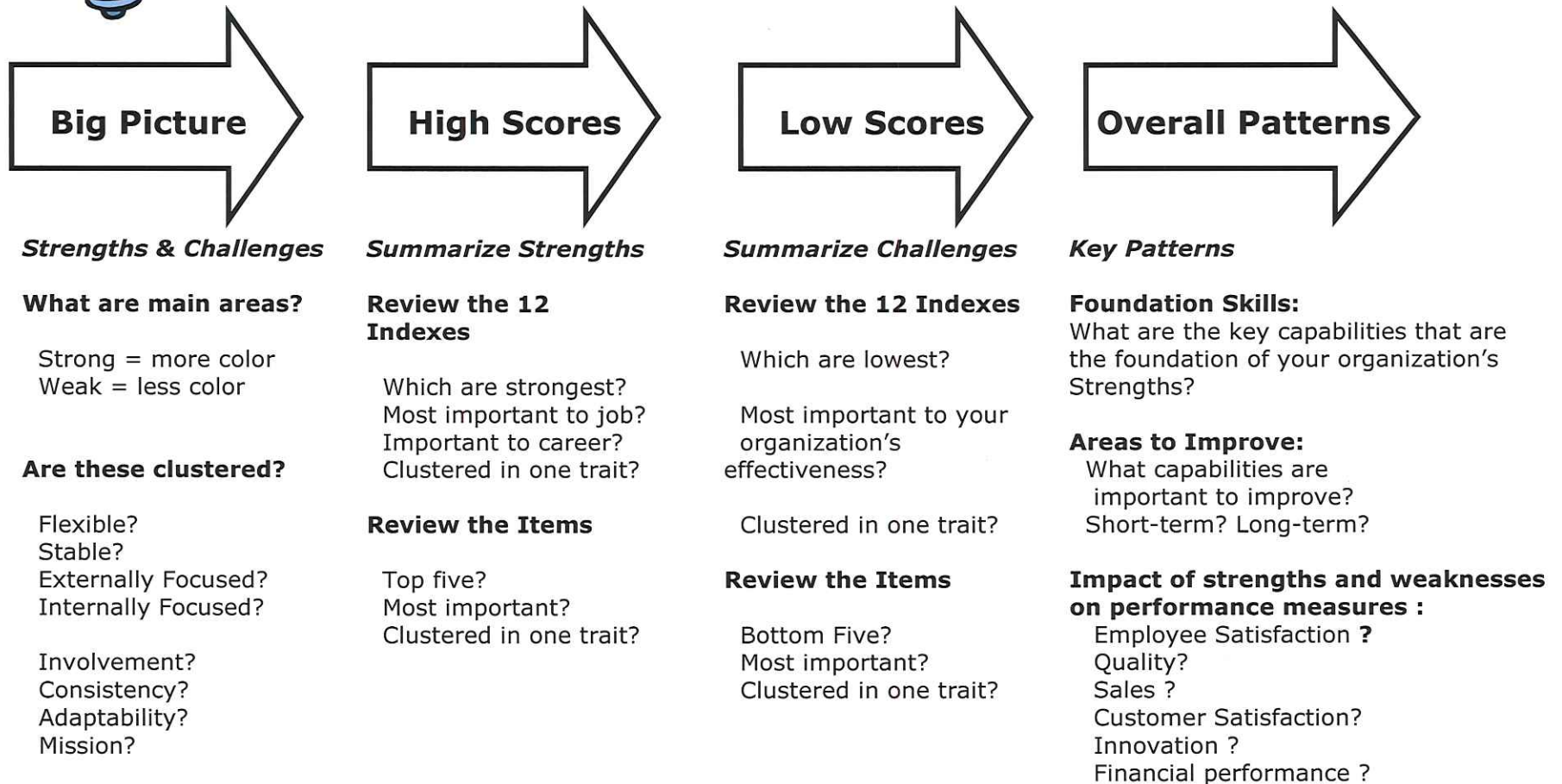
Authors: Daniel R. Denison, Ph.D. William S. Neale, M.A., M.L.I.R.  
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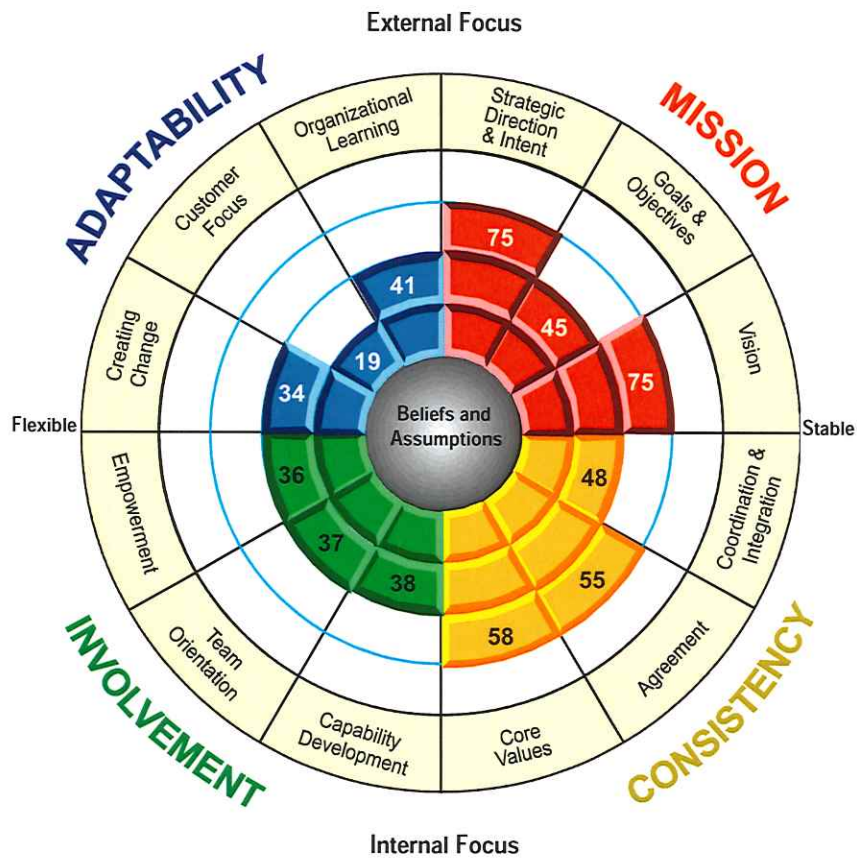
# Interpretation Guidelines:

## A suggested process for interpreting your results



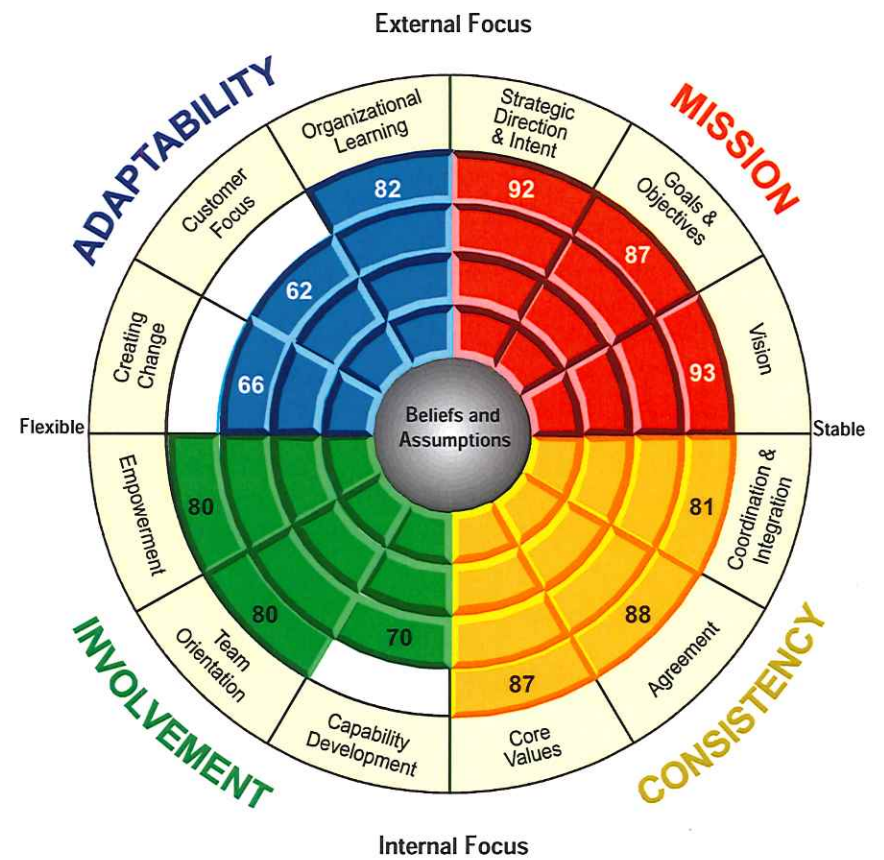
# NOA: 2007 vs 2008

2007



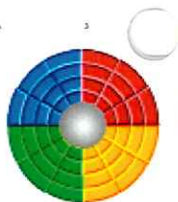
N = 925

2008



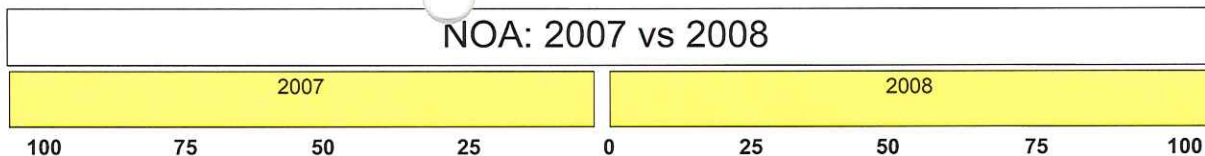
N = 1009



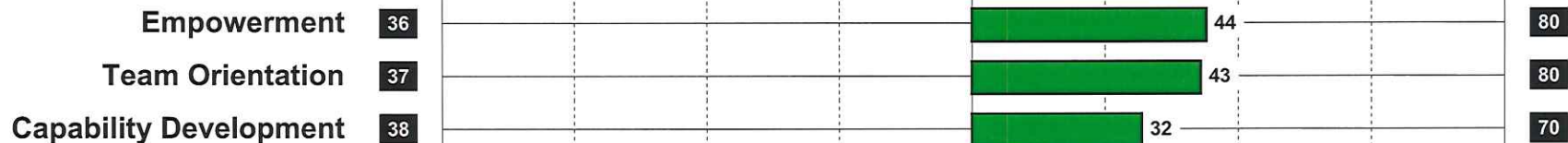


# Gap Report

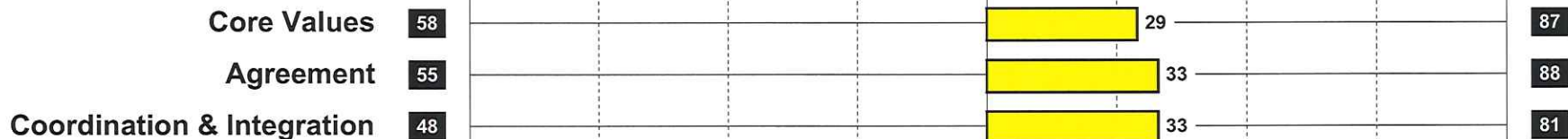
NOA: 2007 vs 2008



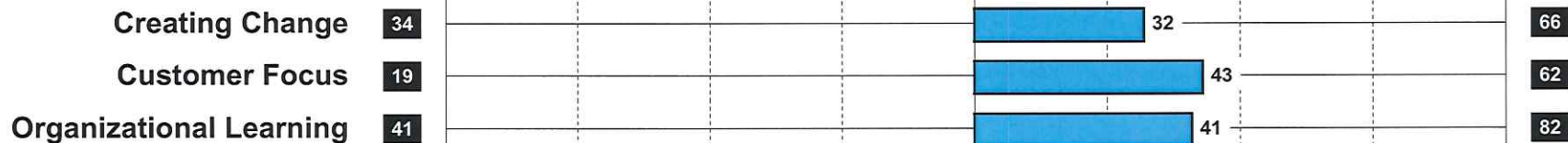
## Involvement



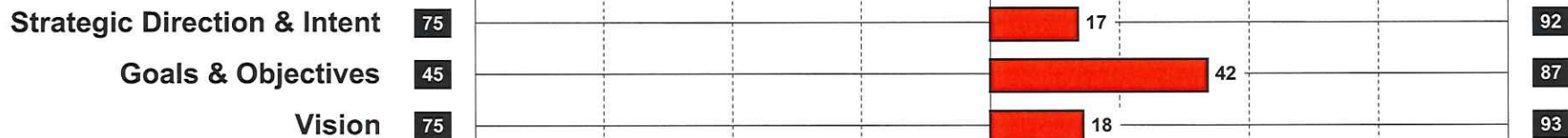
## Consistency



## Adaptability

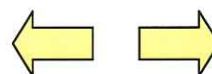


## Mission



↑  
Percentile Score  
for group on left

Bar on left indicates this group  
has a higher percentile score



Bar on right indicates this group  
has a higher percentile score

↑  
Percentile Score  
for group on right

## NOA: 2007 vs 2008

Quartile  
Percentile

### Empowerment

*In this organization...*

Most employees are highly involved in their work.

Decisions are usually made at the level where the best information is available.

Information is widely shared so that everyone can get the information he or she needs when it's needed.

Everyone believes that he or she can have a positive impact.

Business planning is ongoing and involves everyone in the process to some degree.

*In this organization...*

### Team Orientation

Cooperation across different parts of the organization is actively encouraged.

People work like they are part of a team.

Teamwork is used to get work done, rather than hierarchy.

Teams are our primary building blocks.

Work is organized so that each person can see the relationship between his or her job and the goals of the organization.

*In this organization...*

### Capability Development

Authority is delegated so that people can act on their own.

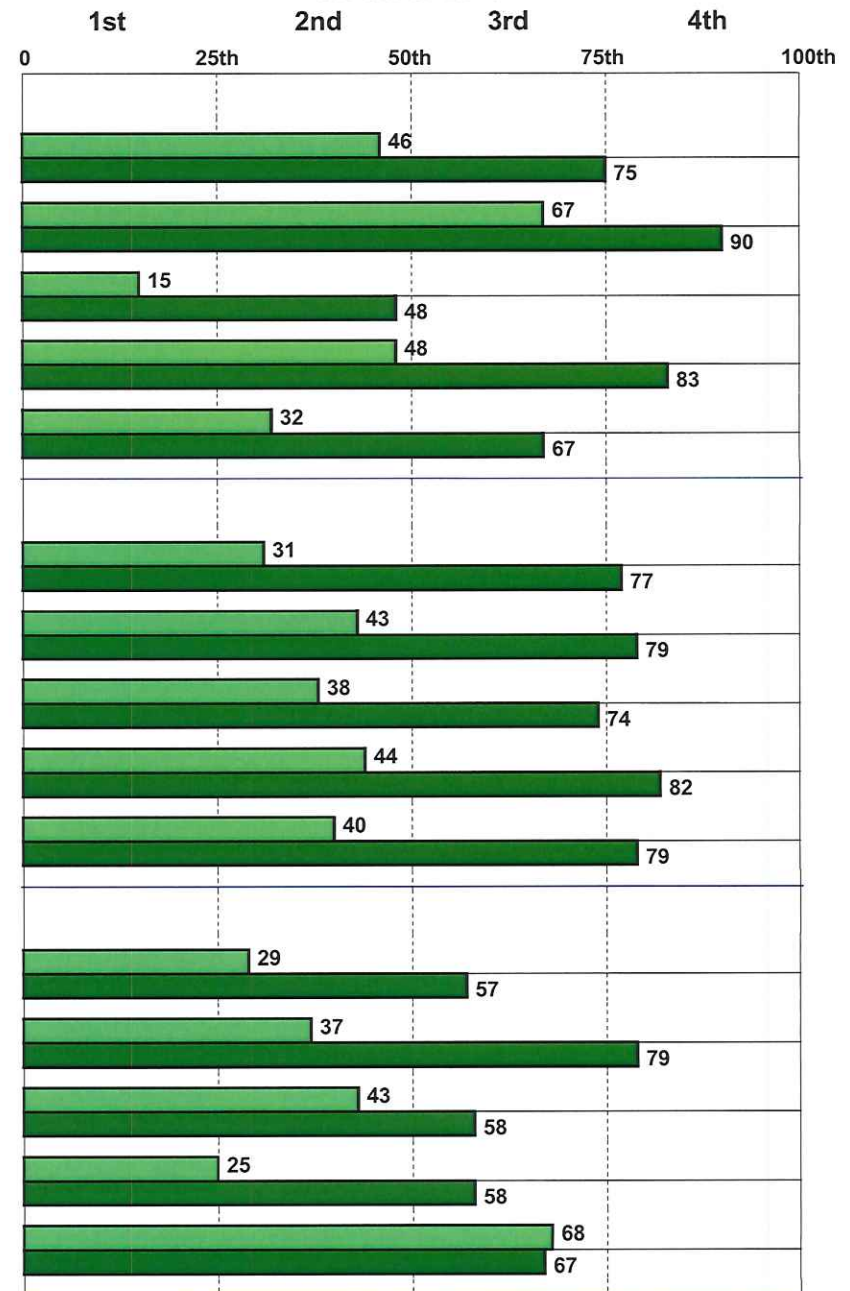
The "bench strength" (capability of people) is constantly improving.

There is continuous investment in the skills of employees.

The capabilities of people are viewed as an important source of competitive advantage.

Problems often arise because we do not have the skills necessary to do the job.\*

### Involvement



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

2007

2008





## NOA: 2007 vs 2008

Quartile  
Percentile

### Core Values

*In this organization...*

The leaders and managers "practice what they preach."

There is a characteristic management style and a distinct set of management practices.

There is a clear and consistent set of values that governs the way we do business.

Ignoring core values will get you in trouble.

There is an ethical code that guides our behavior and tells us right from wrong.

*In this organization...*

### Agreement

When disagreements occur, we work hard to achieve "win-win" solutions.

There is a "strong" culture.

It is easy to reach consensus, even on difficult issues.

We often have trouble reaching agreement on key issues.\*

There is a clear agreement about the right way and the wrong way to do things.

*In this organization...*

### Coordination & Integration

Our approach to doing business is very consistent and predictable.

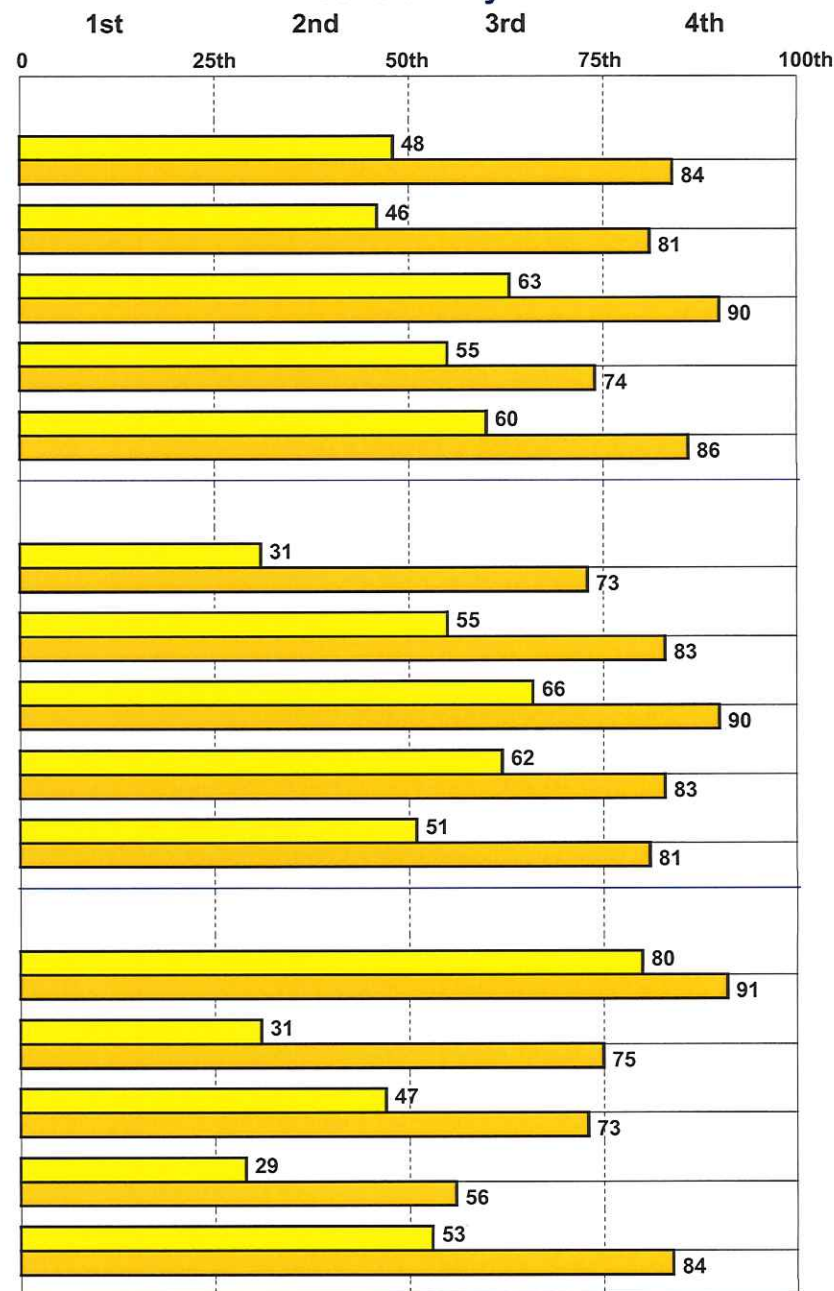
People from different parts of the organization share a common perspective.

It is easy to coordinate projects across different parts of the organization.

Working with someone from another part of this organization is like working with someone from a different organization.\*

There is good alignment of goals across levels.

### Consistency



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

2007

2008

## NOA: 2007 vs 2008

Quartile  
Percentile

### Adaptability

1st 2nd 3rd 4th  
0 25th 50th 75th 100th

*In this organization...*

#### Creating Change

The way things are done is very flexible and easy to change.

We respond well to competitors and other changes in the business environment.

New and improved ways to do work are continually adopted.

Attempts to create change usually meet with resistance.\*

Different parts of the organization often cooperate to create change.

*In this organization...*

#### Customer Focus

Customer comments and recommendations often lead to changes.

Customer input directly influences our decisions.

All members have a deep understanding of customer wants and needs.

The interests of the customer often get ignored in our decisions.\*

We encourage direct contact with customers by our people.

*In this organization...*

#### Organizational Learning

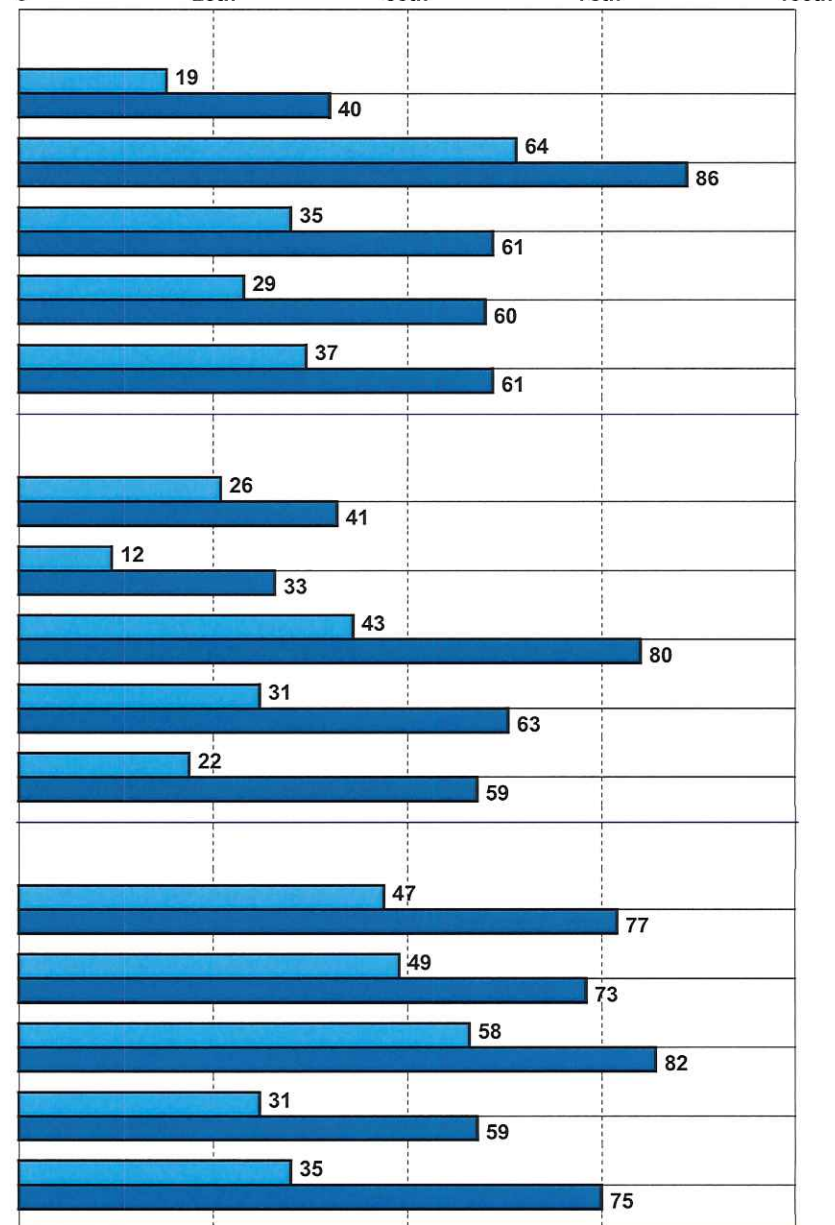
We view failure as an opportunity for learning and improvement.

Innovation and risk taking are encouraged and rewarded.

Lots of things "fall between the cracks."\*

Learning is an important objective in our day-to-day work.

We make certain that the "right hand knows what the left hand is doing."



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

2007

2008



# NOA: 2007 vs 2008

Quartile  
Percentile

## Strategic Direction & Intent

In this organization...

There is a long-term purpose and direction.

Our strategy leads other organizations to change the way they compete in the industry.

There is a clear mission that gives meaning and direction to our work.

There is a clear strategy for the future.

Our strategic direction is unclear to me.\*

In this organization...

## Goals & Objectives

There is widespread agreement about goals.

Leaders set goals that are ambitious, but realistic.

The leadership has "gone on record" about the objectives we are trying to meet.

We continuously track our progress against our stated goals.

People understand what needs to be done for us to succeed in the long run.

In this organization...

## Vision

We have a shared vision of what the organization will be like in the future.

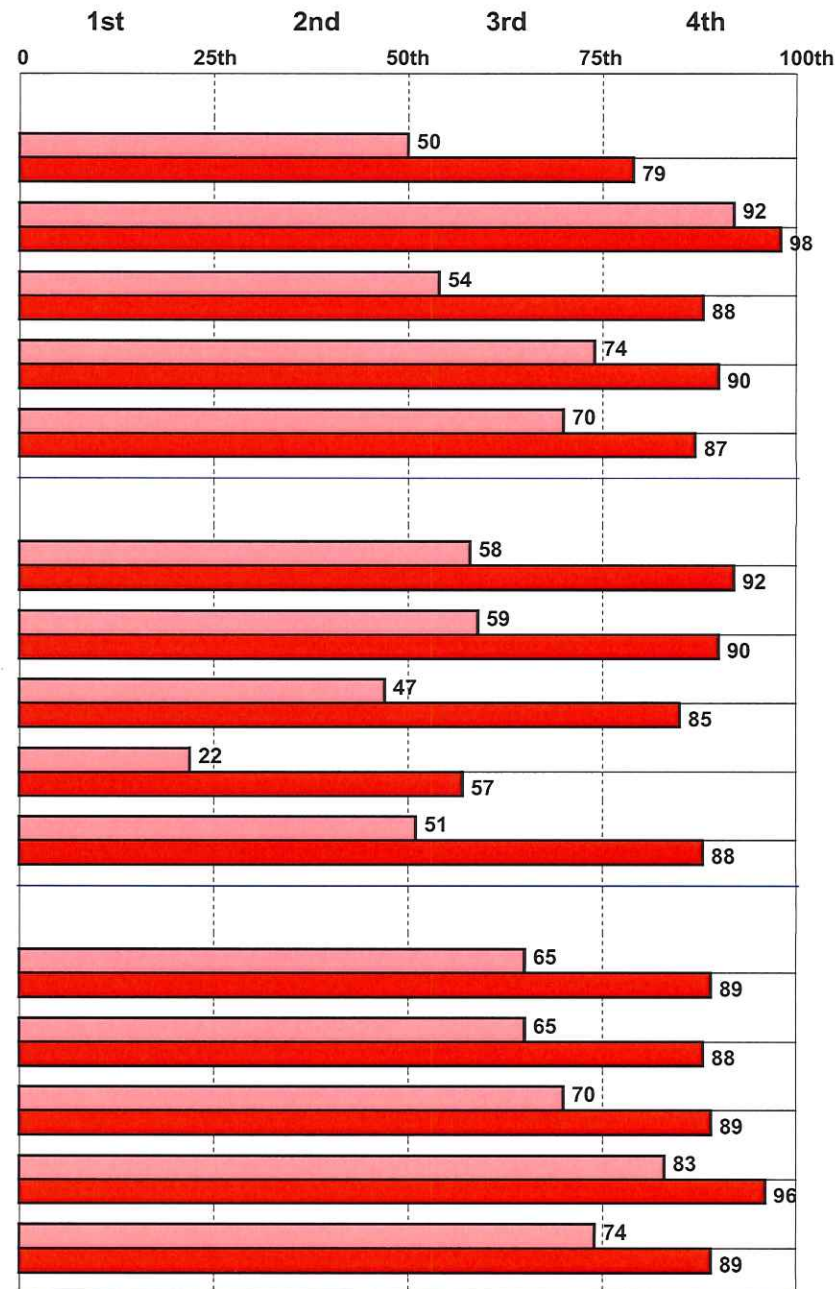
Leaders have a long-term viewpoint.

Short-term thinking often compromises our long-term vision.\*

Our vision creates excitement and motivation for our employees.

We are able to meet short-term demands without compromising our long-term vision.

## Mission



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

2007

2008





2007

## Highest Scores

- 92 Our strategy leads other organizations to change the way they compete in the industry.
- 83 Our vision creates excitement and motivation for our employees.
- 80 Our approach to doing business is very consistent and predictable.
- 74 We are able to meet short-term demands without compromising our long-term vision.
- 74 There is a clear strategy for the future.

## Lowest Scores

- 12 Customer input directly influences our decisions.
- 15 Information is widely shared so that everyone can get the information he or she needs when it's needed.
- 19 The way things are done is very flexible and easy to change.
- 22 We encourage direct contact with customers by our people.
- 22 We continuously track our progress against our stated goals.

2008

## Highest Scores

- 98 Our strategy leads other organizations to change the way they compete in the industry.
- 96 Our vision creates excitement and motivation for our employees.
- 92 There is widespread agreement about goals.
- 91 Our approach to doing business is very consistent and predictable.
- 90 There is a clear strategy for the future.

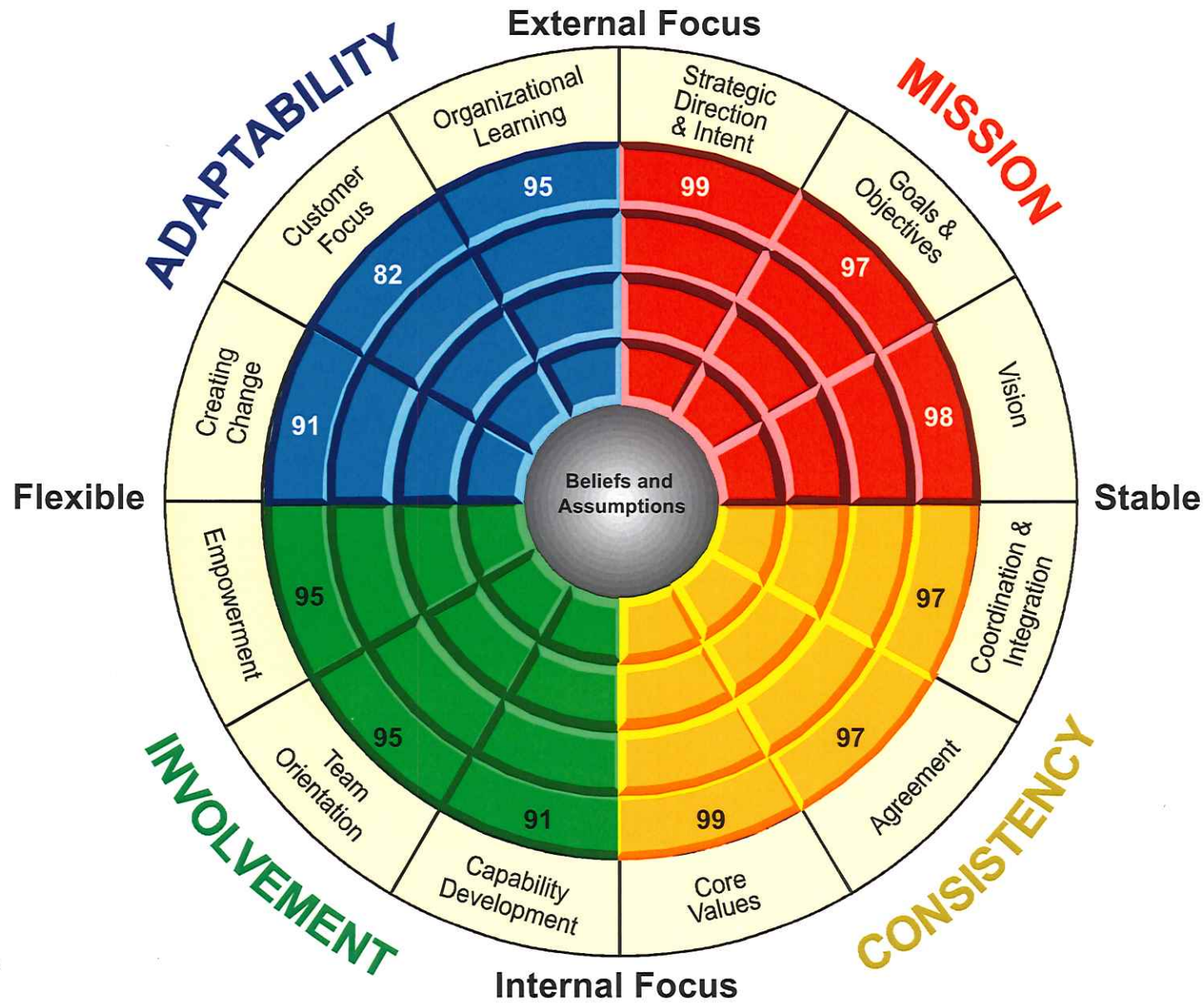
## Lowest Scores

- 33 Customer input directly influences our decisions.
- 40 The way things are done is very flexible and easy to change.
- 41 Customer comments and recommendations often lead to changes.
- 48 Information is widely shared so that everyone can get the information he or she needs when it's needed.
- 56 Working with someone from another part of this organization is like working with someone from a different organization.\*



Authors: Daniel R. Denison, Ph.D. William S. Neale, M.A., M.L.I.R.  
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N=97

## NOA Location: Field

### Involvement

Quartile  
Percentile

0 1st 25th 2nd 50th 3rd 75th 4th 100th

*In this organization...*

#### Empowerment

Most employees are highly involved in their work.

Decisions are usually made at the level where the best information is available.

Information is widely shared so that everyone can get the information he or she needs when it's needed.

Everyone believes that he or she can have a positive impact.

Business planning is ongoing and involves everyone in the process to some degree.

*In this organization...*

#### Team Orientation

Cooperation across different parts of the organization is actively encouraged.

People work like they are part of a team.

Teamwork is used to get work done, rather than hierarchy.

Teams are our primary building blocks.

Work is organized so that each person can see the relationship between his or her job and the goals of the organization.

*In this organization...*

#### Capability Development

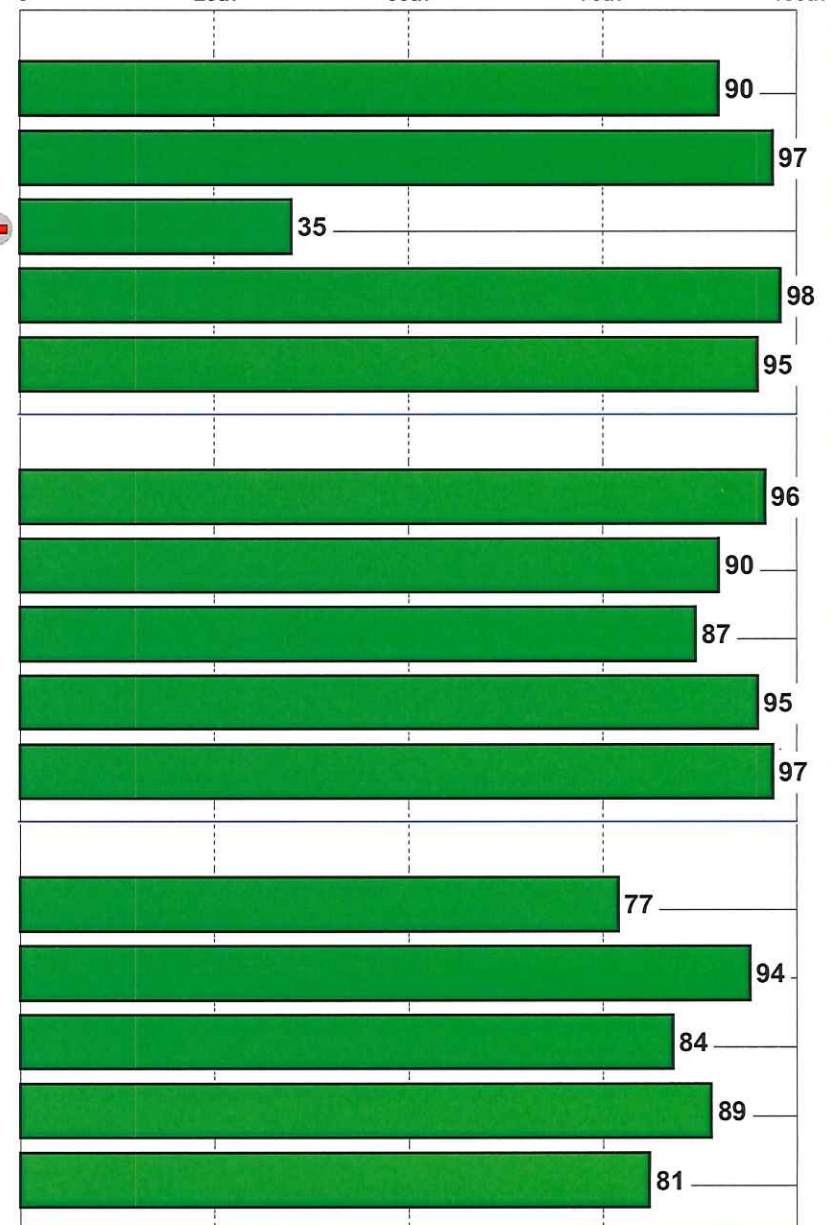
Authority is delegated so that people can act on their own.

The "bench strength" (capability of people) is constantly improving.

There is continuous investment in the skills of employees.

The capabilities of people are viewed as an important source of competitive advantage.

Problems often arise because we do not have the skills necessary to do the job.\*



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

Numbers denote percentiles

SB 2004

16-Feb-08



Page 1



# NOA Location: Field

## Consistency

Quartile  
Percentile

1st

2nd

3rd

4th

0 25th 50th 75th 100th

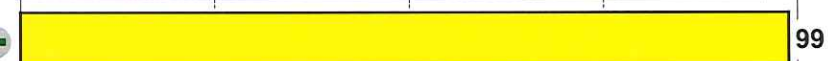
*In this organization...*

### Core Values

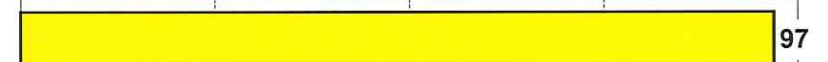
The leaders and managers "practice what they preach."



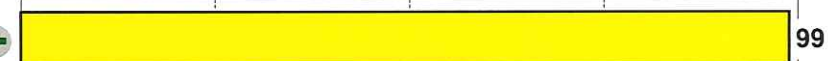
There is a characteristic management style and a distinct set of management practices. +



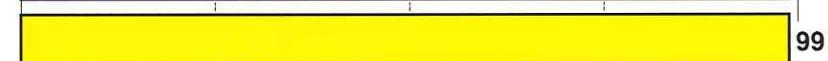
There is a clear and consistent set of values that governs the way we do business.



Ignoring core values will get you in trouble. +



There is an ethical code that guides our behavior and tells us right from wrong.



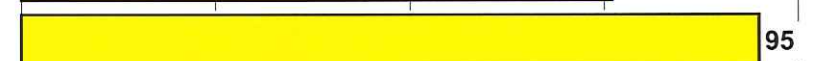
*In this organization...*

### Agreement

When disagreements occur, we work hard to achieve "win-win" solutions.



There is a "strong" culture.



It is easy to reach consensus, even on difficult issues.



We often have trouble reaching agreement on key issues.\*



There is a clear agreement about the right way and the wrong way to do things.



*In this organization...*

### Coordination & Integration

Our approach to doing business is very consistent and predictable. +



People from different parts of the organization share a common perspective.



It is easy to coordinate projects across different parts of the organization.



Working with someone from another part of this organization is like working with someone from a different organization.\*



There is good alignment of goals across levels.



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

## NOA Location: Field

### Adaptability

Quartile  
Percentile

0 1st 25th 2nd 50th 3rd 75th 4th 100th

*In this organization...*

#### Creating Change

The way things are done is very flexible and easy to change.



We respond well to competitors and other changes in the business environment.



New and improved ways to do work are continually adopted.



Attempts to create change usually meet with resistance.\*



Different parts of the organization often cooperate to create change.



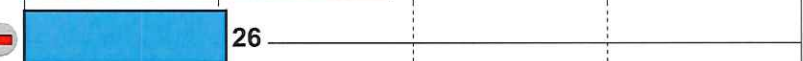
*In this organization...*

#### Customer Focus

Customer comments and recommendations often lead to changes.



Customer input directly influences our decisions.



All members have a deep understanding of customer wants and needs.



The interests of the customer often get ignored in our decisions.\*



We encourage direct contact with customers by our people.



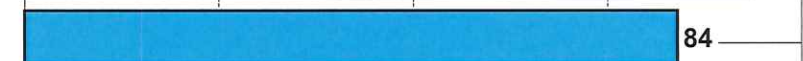
*In this organization...*

#### Organizational Learning

We view failure as an opportunity for learning and improvement.



Innovation and risk taking are encouraged and rewarded.



Lots of things "fall between the cracks."\*\*



Learning is an important objective in our day-to-day work.



We make certain that the "right hand knows what the left hand is doing."



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

Numbers denote percentiles

SB 2004

16-Feb-08



Page 3



## Mission

Quartile  
Percentile

0 1st 25th 2nd 50th 3rd 75th 4th 100th

*In this organization...*

### Strategic Direction & Intent

There is a long-term purpose and direction.

Our strategy leads other organizations to change the way they compete in the industry. **+**

There is a clear mission that gives meaning and direction to our work.

There is a clear strategy for the future.

Our strategic direction is unclear to me.\*

*In this organization...*

### Goals & Objectives

There is widespread agreement about goals.

Leaders set goals that are ambitious, but realistic.

The leadership has "gone on record" about the objectives we are trying to meet.

We continuously track our progress against our stated goals.

People understand what needs to be done for us to succeed in the long run.

*In this organization...*

### Vision

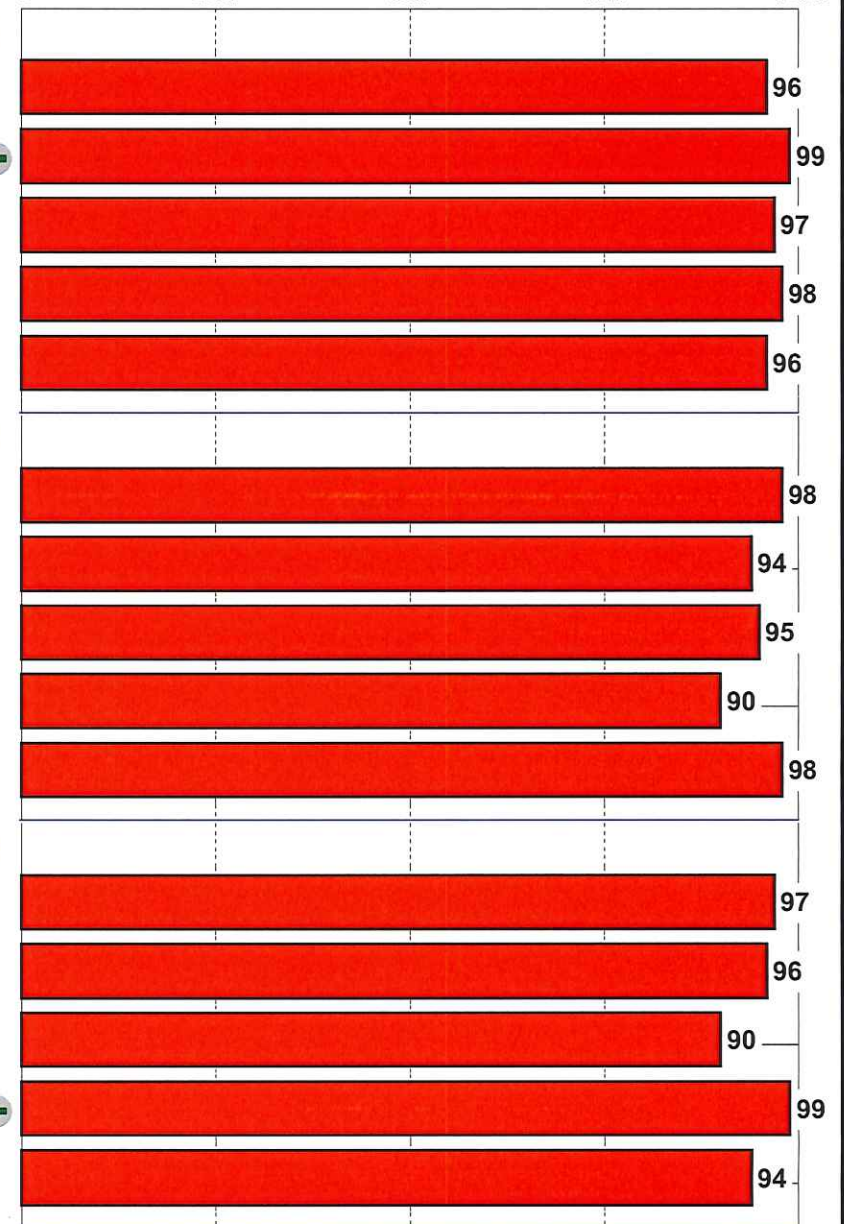
We have a shared vision of what the organization will be like in the future.

Leaders have a long-term viewpoint.

Short-term thinking often compromises our long-term vision.\*

Our vision creates excitement and motivation for our employees. **+**

We are able to meet short-term demands without compromising our long-term vision.



\*The raw score has been reversed for this negatively worded item. In all cases, a higher score indicates a more favorable condition.

## Highest Scores

99	Our vision creates excitement and motivation for our employees.
99	Our strategy leads other organizations to change the way they compete in the industry.
99	There is a characteristic management style and a distinct set of management practices.
99	Our approach to doing business is very consistent and predictable.
99	Ignoring core values will get you in trouble.

## Lowest Scores

26	Customer input directly influences our decisions.
35	Information is widely shared so that everyone can get the information he or she needs when it's needed.
38	The way things are done is very flexible and easy to change.
47	Customer comments and recommendations often lead to changes.
70	The interests of the customer often get ignored in our decisions.*



Authors: Daniel R. Denison, Ph.D. William S. Neale, M.A., M.L.I.R.  
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<http://www.DenisonCulture.com>



	Percentage						ValidN	n/a
Mean	1	2	3	4	5			
Cross-functional partnership	3.01	6	20	43	29	2	97	0
Culture of learning	3.35	4	14	35	36	10	96	1
Connection to the big picture	3.64	2	13	28	32	25	97	0
Partnership with NCL	3.13	3	22	40	30	5	96	1
Increased customer understanding	3.68	2	9	26	44	19	97	0
Ability to be flexible	3.46	6	14	24	38	18	97	0
Culture of fun and innovation	3.93	3	10	15	33	38	97	0
Development of employees	3.49	3	17	26	36	18	96	1
Leadership development	3.45	4	16	27	35	18	97	0
Any other positive changes? [Please list in the box below]	3.02	21	7	35	23	14	43	54

	Percentage						ValidN	n/a
Mean	1	2	3	4	5			
Communication from the top	3.54	5	20	18	32	26	97	0
Work flexibility	3.89	7	10	11	29	42	97	0
Development opportunities	3.41	7	22	15	34	22	97	0
Leadership approachability	3.95	7	6	11	35	40	97	0
Clear goals and objectives	4.05	3	4	19	32	42	96	1
New ideas are encouraged	3.94	4	8	13	38	36	97	0
Work/Life balance	3.78	4	12	14	39	30	97	0

**Legend:** Percentage

Percentage of valid responses for each answer category

ValidN:

Total number of valid responses

n/a:

Number of no answers or blanks







Scott Bell  
Channel Marketing

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**DS Female 18 – 35  
Continuity Plan**

**START DATE:** August 15, 2008

**OBJECTIVES:**

- Boost DS relevancy and consideration over time
- Educate target of DS offering in general & software titles "made for them"
- Expand the market for DS in the long term

**MARKETING SUPPORT:** Q3 & Q4 - \$12 million

**Strategy**

- Multi-Celebrity advertising campaign with TV, print and digital components (Oct15/Nov 6 tentative dates)
- iplayforme.com (online destination)
- Lifestyle-focused sampling, seeding, integrated content
- Enhancing the shopping experience "for her"

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**Wii Fit Continuity Plan**

**LAUNCH DATE:** August 15, 2008

**TARGET AUDIENCE:**

Primary

- Alpha Moms
- Wii owners who enjoyed Wii Sports
- Health conscious

Secondary

- Females 20+, Males 30+

**MARKETING SUPPORT:** Q3 & Q4 - \$13 million

**Strategy**

- Make Wii Fit the hottest product for holiday 08
- Leverage appeal of Wii Fit (healthy, active fun) to reach Moms who do not currently consider video games as being "for them" and expand the market for Wii in the long term

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## DS Kids Campaign - Holiday



**TIMING:** November 1, 2008

**TARGET AUDIENCE:** Boys & girls ages 6-12, parents and other primary gift givers to children 6-12

**PRIMARY SOFTWARE TITLES:** Nintendogs, Mario Kart, Mario Party DS, Zelda Twilight Princess, Animal Crossing

**ADVERTISING:** 5 weeks on TV, 11/10 - 12/14 (additional 4 weeks Hispanic TV)  
2 weeks in print 3-4 broad reach pubs  
5 weeks digital - rich media, interactive

**MARKETING SUPPORT:** \$6 Million

### Strategy

- Drive momentum for Nintendo DS during the holiday season
- Make DS a top holiday gift that kids include on their holiday wish list, and a top gift choice among gift givers

## Nintendo DS Metallic Silver



### Nintendo DS Hardware

Launch Date:	September 7, 2008
Target Audience:	New Gamers, Expanded Audience, Everyone
Marketing Budget:	\$200K Merch/Online budget

### Strategy

- Inform consumers who do not own a DS or play DS about the system
- Drive momentum for Nintendo DS as we head into the Fall/Holiday season

## Touch Generations Re-Launch Titles



### Clubhouse Games, Hotel Dusk: Room 215

Platform:	Nintendo DS
Launch Date:	September 8, 2008
Objectives:	Firmly establish an assortment of \$19.99 titles
Marketing Budget:	Displays/P.O.P.

### Target Audience

Primary	Families, Casual Gamers, Females 18-35
Secondary	New entrants to the category

### Strategy

- Communicate value on DS by re-launching two popular games at a lower price
- Merchandise along with new Metallic Silver HW and other Touch Generations titles



## Mystery Case Files: MillionHeir



Mystery Case Files: MillionHeir	
Launch Date:	September 8, 2008
ESRB:	E
Players:	1-4
Marketing Budget:	\$2.5 Million
<b>Target Audience</b>	
Females, Expanded Audience, Mystery Case Files fans	

### Strategy

- Pair with silver DS hardware to encourage new entrants to the handheld gaming category
- Convert casual PC gamers and fans of the Mystery Case Files franchise to purchasers by appealing to their desire for portability and the enhanced features only available on DS

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## Kirby Super Star Ultra



Kirby Super Star Ultra	
Launch Date:	September 22, 2008
ESRB:	E
Players:	1-4
Marketing Budget:	\$5 Million
<b>Target Audience</b>	
Primary	New Core (Female and Male) ages 6-11
Secondary	Kirby fans (legacy/lapsed gamers), platformer fans

### Strategy

- Re-introduce the Kirby franchise to multiple consumer groups: new cores, platformers, gift givers
- Communicate that the player utilizes Kirby's unique abilities to play updated and new games.

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## Wario Land Shake It!



Wario Land Shake It!	
Launch Date:	September 22, 2008
ESRB:	E
Accessories:	Wii Remote
Players:	1
Marketing Budget:	\$2.5 Million
<b>Target Audience</b>	
Wario fans, platformer fans, lapsed gamers	

### Strategy

- Focus on Core Gamers - ages 9-14
- Leverage awareness and fan base of Wario from hit titles like Mario Kart & Super Smash Bros. Brawl
- Promote the features of "Shake It" game play

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## Pokémon Ranger: Shadows of Almia



Pokémon® Ranger: Shadows of Almia	
Launch Date:	November 10, 2008
ESRB:	E for Everyone
Accessories:	None
Players:	1
Marketing Budget:	\$5 million

### Target Audience

Primary:	New Cores -- ages 6-11
Secondary:	Pokemon fans, platformer fans, gift givers

### Strategy

- Capitalize on the passion of existing Pokémon fans as ambassadors of the Pokémon franchise--260+ beloved Pokémon characters are back!
- Focus on multiple consumer groups: new core fans, platformer lovers and gift-givers
- Communicate the action adventure style of the Ranger series, the use of the styler to capture Pokémon and the "mission-based" game play.

## Wii Music

### Wii Music™



Wii Music™	
Launch Date:	Holiday 2008
ESRB:	E
Accessories:	Wii Remote™, Nunchuk™, Wii Balance Board™
Players:	1-4
Marketing Budget:	\$10 Million

### Target Audience

Primary	Wii owners, Families who own Wii's, Parents with kids under 13
Secondary	Kids 9-13 years old (New Cores)

### Strategy

- Frame positioning with the Wii Experience around fun, social play and tell the "Wii story"
- Communicate the variety of instruments and multiplayer game play
- Build credibility with music influencers (i.e. music educators, orchestra conductors, others)

## Animal Crossing: City Folk



Animal Crossing®: City Folk	
Platform:	Wii™
Launch Date:	Holiday 2008
ESRB:	E
Accessories:	WiiSpeak microphone, Wii Remote
Players:	1-4 alternating, 2-4 simultaneous via Nintendo® Wi-Fi Connection
Marketing Budget:	\$5 Million

### Target Audience

Females 18-24, Animal Crossing fans
-------------------------------------

### Strategy

- Early outreach to gamers to maintain support and increase enthusiasm in franchise
- Diverse online advertising driving to a large-scale microsite educating users about the world and experience which is Animal Crossing
- TV advertising as "mood maker," not primary messenger



## Wii Speak™ Microphone



Wii Speak Microphone	
Platform:	Wii™
Launch Date:	Holiday 2008

Compatible with Animal Crossing: City Folk and titles TBD for the future (sold separately)

The WiiSpeak microphone sits atop the sensor bar and allows Internet voice chat among Wii Friends

### Strategy

- Communicate that WiiSpeak is a new feature for Animal Crossing that allows friends to chat in real time
- WiiSpeak picks up the conversation of everyone in the room to encourage a more inclusive experience.

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## Personal Trainer: Cooking

### Personal Trainer Cooking



Personal Trainer: Cooking	
Platform:	Nintendo DS™
Launch Date:	November 24, 2008
ESRB:	RP
Genre:	Cooking Training
Accessories:	None
Players:	1
Marketing Budget:	\$8 Million

### Target Audience

TBD

Cooking Guide turns your Nintendo DS into an interactive cookbook, complete with recipes and video demos.

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## Black Friday




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## In-Store Video Update



	November	December
<b>Costco</b>	Black Friday (Wii Music, Animal Crossing) 2 :30 spots or 1 :60 spot/hr. 30 day flight (11/27-12/26)	
<b>Supermarket Check-out</b>	Black Friday (Wii Fit Moms, Wii Music, Cooking Navi, DS F18-35 Celeb rehit x2) - 5 :30 spots/hr w/ side panel 30 day flight	
<b>WalMart Network</b>	Black Friday (Wii Music, Animal Crossing) 2 :30 spots or 1 :60 spot/hr.	
<b>WalMart Check-out</b>	Black Friday (Wii Fit Moms, Wii Music, Cooking Navi, DS F18-35 Celeb rehit x2) - 5 :30 spots/hr w/ side panel 30 day flight	

## Print Material



Item	In-store	Description
"A Day With DS" Booklet	10/15	28pg. Catalog detailing how DS would fit into the daily lives of consumers - geared towards female 18-35 audience utilizing lifestyles and all Touch Gen titles
Wii Fit DVD Catalog - reprint	12/1	Introductory catalog for Wii Fit including DVD for distribution at retail w/ display
Wii Fit Tri-fold brochure - reprint	12/1	Introductory tri-fold brochure detailing information on Wii Fit for distribution at retail
Holiday Kids Wish List brochure	11/14	4 fold 8pg. Brochure with current DS titles for children, will contain a tear-off wish list along with a sticker sheet ("Want it", "Love it", "Need it") for kids to give to parents for gift shopping
Wii Music DVD sleeve	10/21	Full-color DVD sleeve containing copy for Wii Music, DVD containing "What is Wii Music" portion for store education handouts





NAM: Randy Broderick



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- ❖ 595 total stores
  - ❑ 451 standard, 74 traditional, 19 Super side by sides, 51 Side by sides
  - ❑ 10 additional side by sides by end of year.
- ❖ Business climate
  - ❑ 3<sup>rd</sup> consecutive year with positive sales growth
  - ❑ DS HW & SW: a challenge this year
- ❖ Company strategy
  - ❑ Open 20 to 40 new stores each year
  - ❑ Continued focus on core toy and electronic products
  - ❑ Further Babies R Expansion
- ❖ NMI service level
  - ❑ 98%



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## Upcoming Activities

- ❖ Buy 2 get 1 free SW - 10/12
- ❖ Big Book - 10/26
  - ❑ DS bundle with Princess Peach SW / Keepsake Box
- ❖ DS Pokemon download - 11/8 & 11/9
- ❖ TRU goes wild in December
  - ❑ Ads every week with midweek ads thrown in
- ❖ Babies R Us
  - ❑ 30 store test



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## Babies R Us

30 Store test  
Goal = Chain wide rollout in 09



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## Merchandising Activities

16 ft space outside of Rzone  
☒ Wii Fit education experience  
☒ DS HW placement



Rzone feature end caps

- ☒ Wario Land "Shake It" - 9/20
- ☒ Wii Music / Big Book - 10/20
- ☒ Wii Animal Crossing - 11/9



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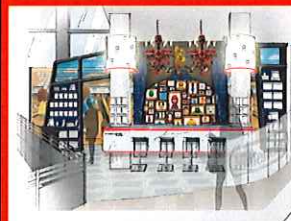
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Nintendo  
"Center of The Universe"



## Times Square



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## NMI partnership "You're The Difference"

### ❖ Store training

- ❑ Build relationship with store management
- ❑ NMI quarterly training sessions top 100 stores
- ❑ Product demos where possible
- ❑ You can't over educate

### ❖ In-store

- ❑ Assist store associates with stocking shelves
- ❑ Guerilla tactics
- ❑ Report non compliance (holding TRU accountable)
- ❑ Report out of stocks
- ❑ Own the store



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# GameStop

NAM: Christa Wittenberg



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## GameStop Overview

### ❖ Store Count 4400 by end of February

- ❑ GameStop has partnered with AAFES. Opening 55 stores on Army and Navy bases across the country
- ❑ GameStop will expand the Holiday Kiosk program in malls for Dec/Jan

### ❖ Company strategy/Opportunities

- ❑ Focus on the core and "more"
- ❑ Core - Build frequency, loyalty, games per purchase
- ❑ Broad user/Expanded Audience - Build awareness, trial & educate

### ❖ NMI service level at GameStop

- ❑ Fantastic coverage through 2008
- ❑ Your education is key to our success at GameStop.
- ❑ Thank you for your hard work!



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## GameStop Upcoming Activities

### ❖ Space Update

- ❑ NOA is gaining 6' - 8' of add'l space by end of September.
- ❑ Wii & DS will now be featured on the Sony wall

### ❖ Special displays

- ❑ Touch Generation Impulse Display 9/1 - 10/12

### ❖ Key Marketing

- ❑ DS Focus -
  - DS Demo days in October with handbag giveaway...will need some of your support.
  - DS Banners placed outside 2K+ Strip malls through end of year.
  - DS HW Associate program through middle of September.
- ❑ Wii Focus -
  - Heavy Wii Music & Animal Crossing presence this Fall (i.e., store front windows, front Gondola placement, etc.)




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## GameStop / NMI partnership

### ❖ Store training is Key

- ❑ Update associates for upcoming releases. Pre-sell Focus

### ❖ Merchandising / pop / interactive strategy

- ❑ Confirm paid in-store programs are placed.
- ❑ Add'l POP placement is not approved by corporate...but please continue to place as much as possible.
- ❑ Interactives should have our 1<sup>st</sup> party titles featured. If we support a 3<sup>rd</sup> party launch, we'll communicate to the field.

### ❖ What you "NMI" can do to assist?

- ❑ Continue to send field communication/updates/photo's...very helpful
- ❑ Pre-sell Focus - Key element of GameStop's Business
- ❑ Continue to feed knowledge about our games to associates.
- ❑ Continue to Foster RELATIONSHIPS. Understand there is frustration with our inventory situation.




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NAM: Justin Glance




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## Best Buy / Overview

- ❖ 971 stores today, to end FY09 at 1,023 - up 11%
- ❖ BBY business remains strong despite economic trends...FY08 \$40BN sales
  - ❑ Expanding Internationally
  - ❑ Exploring New Ways of Going to Market
    - NOA has driven BBY's opportunity to expand into different consumer segments in gaming
    - Musical Instruments test in 87 stores
- ❖ BBY Strategy - Consumer Centricity
- ❖ NMI service level - 94%



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## Best Buy / Upcoming Activities

- ❖ Program 2
  - ❑ Now through October
  - ❑ 721 space expansion stores
    - In-line cleaned up
    - End caps added
    - 35% minimum Nintendo space
  - ❑ 650 social gaming stores
- ❖ Program 2.5



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## Best Buy / Upcoming Activities

- ❖ DS Endcap
  - ❑ September 30th
  - ❑ 721 space expansion stores
    - Pegged DS HW and Accy's
    - 8 Facing DS SW Shelf (pending approval)
- ❖ DS Holiday Pallet Program
  - ❑ November 23rd - December 31st
  - ❑ 535 High Volume Stores
    - 1/2 Pallet DS HW & SW
    - 1/2 Pallet Licensed Accessories



FPO



FPO



FPO



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## Merchandising Tests -

#### 4 Store Test

- Timing- Holidays on January '09

- © 2011 Blackwell Publishing Ltd *Journal of Internal Medicine* 270: 251–260 259



© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 459–466



### ❖ Store training

- NMI training sessions - demo/product education in key stores
- Focus on Plus, Shirts & business relationships

 Capture best practice NOA POP -

**Interactives - Service Level**

- ...and the *Journal of the American Medical Association* (JAMA) ...


**New DS End Cap & Holiday Pallet HW and SW merchandising**  
*Customize to Customer, Customize to the Unit*

- 




NAM: Jim Kirby





## Wal-Mart Overview

- ❖ 3,600+ Stores / 120 - 135 Openings in 2009
- ❖ Growth Oriented, Brand Minded, Consumer Focused
  - Stronger Media and Brand Focus (Both WM and Vendor)
  - Store of the future
- ❖ Save Money - Live Better
  - Win Day One and Week One
  - Fast, Friendly, Clean - Win, Grow, Play - Save Money Live Better
- ❖ NMI Coverage: 3,000 Wal-Mart Stores !



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## Upcoming Activities

- ❖ More Space !
  - 1 Case Space Gain in 2,000 Stores
  - New graphics management system in January 2009
  - MP2 remains dedicated to DS
- ❖ 2 Holiday Pallets and 1 End Cap + BD&A
  - One Accessories Pallet and One Wii Software Pallet
  - Proposed Wii Software End - November
- ❖ Interactive Units - October Implementation
- ❖ MP2: Kirby, Pokemon, Touch Generation
- ❖ Tabs: 11/23, 11/30, 12/7, 12/14



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## Holiday Pallets




Accessories Pallet

Software Pallet



DEC 15

3K STORES.

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## BD&A Pallet Program



BD&A DS Starter Kit



Game Max & Expressions Kit




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## Upcoming MP - Kirby




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## Store Of The Future



### Wii & DS Stories

From L to R:

Cabinet 1: DS Software

Cabinet 2: DS Story

Cabinet 3: Wii Story

Cabinet 4: Wii Software

Cabinet 5: Wii Software




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## Our Partnership

- ❖ You are Nintendo's Eyes and Ears
- ❖ You are "The Enabler"
  - ❑ Execution of Pallets, EndCaps, MP's
- ❖ Reporting
  - ❑ OOS, Program Execution Status, Competitive Activity
- ❖ Education Critical !



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RAM: Jon Regala



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- ❖ Current Store Count
  - ❑ 588 Game Crazy's
  - ❑ 1,200 Game Zones by the end of the year
- ❖ Business climate = Better than Ever!
  - ❑ Emerged from Bankruptcy in May 2008
    - Only successful stores still in business
    - No additional store closures!
    - No Franchise affiliates
- ❖ Company strategy
  - ❑ Game Crazy is focused on growing their business, specifically targeting the expanded audience



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## Growth

### ❖ New stores

- ❑ Plans to add 300-600 new stores by end of 2009
- ❑ Many stores will be stand-alone locations

### ❖ New Store Concept

- ❑ New stores will be brighter and less crowded
- ❑ Less intimidating to attract expanded audience

### ❖ Current store expansion

- ❑ Game Crazy will be doubling their current space in over 300 stores



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## Remodels

### ❖ Remodels

- ❑ Game Crazy space will grown from 600 sq ft - 1200 sq ft



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## Merchandising

### ❖ Strategy

- ❑ Implement POP that attracts the expanded audience
- ❑ Drive sales of Evergreen & Touch Generation titles
- ❑ Extend placement on Hollywood Video side

### ❖ NMI Key Objective

- ❑ Ensure compliance of items to be placed on Hollywood Video side



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## Hollywood Video POP



- ❖ Additional examples
  - ❑ Empty boxes at Hollywood cash wrap
  - ❑ New "Portal" end-cap

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## NMI Support

- ❖ Be the Nintendo ambassador
  - ❑ Develop the relationship to capture the hearts and minds of the Game Crazy associate
- ❖ Keep us ahead of the competition
  - ❑ Report successes and failures from Sony and Microsoft
  - ❑ Find out how the competition is impressing the Game Crazy Associate



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NAM: Steve Bickham



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**TARGET.** Target Strategy

**Simple:** Free from vanity, modest

**Affirm:** Validate, confirm

**Inspire:** To influence, move, affect

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**TARGET.** Retail Overview

- ❖ Video Games is most productive department
- ❖ 1649 active stores, NMI services 1523
- ❖ 74 new stores planned
  - 45 on Oct. 8<sup>th</sup>
  - 29 on March 4<sup>th</sup>
- ❖ Susan Clesson is acting Regional Manager

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### Upcoming Activity

- ❖ Target sponsored store-level accessory incentive
- ❖ Space gain of 12' for Wii platform on 11/9
- ❖ DS pharmacy side cap from 9/14 - 12/28
- ❖ Wii Fit End-Cap from 9/28 - 11/15
- ❖ Accessory 3-pack Starter Kit
- ❖ November Nunchuck and Classic checklane placement



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### NMI Objectives

- ❖ Educate associates about accessories and which games support multi-player fun
- ❖ Keep the pharmacy side cap full
- ❖ Wii Fit endcap monitor installation between 9/28 and 10/10, 10/5 is the goal
- ❖ Sell associates on our holiday titles



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RAM: Amanda Ansted



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## Circuit City Overview

- ❖ Approximately 700 Total Stores - 51 total "City" stores today with 25 openings planned through the end of the year!

### ❖ Business Climate

- ❑ Circuit continues to increase resources and focus at store level.
- ❑ The focus is on a "Solution" Selling Model.
- ❑ Video games continues to be a growth category for Circuit, with increased emphasis and exposure overall.
- ❑ Video Games receives majority of internal resources.
- ❑ Circuit City does 54% of its total volume in the top 200 stores.

### ❖ Company strategy

- ❑ To continue migration from transactional customer relationship to a preferred gaming destination.

- ❖ Our focus will continue on the top 200 stores and "The City" stores.




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## "The City" Stores



- Game sales up 30% over average store
- Game Area is the top traffic & hang time
- Enhanced Experience on HD Interactives
- Gaming Events and Tournaments




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## Circuit City / In Store Merchandising

### ❖ DS Endcap Update

#### ❑ Timeline

- Early September - prototype will be sent out to one store
- Late October - In top 200 stores we will roll out new DS Endcap

### ❖ Wii Fit Endcap

- ❑ Up through October

### ❖ Social Gaming

- ❑ Create Excitement
- ❑ Stores will expand up to 48 feet
- ❑ Games Featured Include:
  - Wii Fit
  - Guitar Hero
  - Rock Band




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## Circuit City / NMI partnership

### ❖ In-store

#### ❑ Merchandising

- New Asset Protection Standards in some stores which allows for HW to be put out on floor and not behind front desk or glass counters
- "New Release" End Cap - Nintendo titles are featured during launches
- "City Deal" Sections for solutions

#### ❑ Product Education

- Educate store personnel on new launches and opportunity to hold in store education seminar for top stores in 2009

#### ❑ Restock Products

- Continue to place merchandise out on shelves whenever possible



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## Circuit City / Advertising

### ❖ Holiday Advertising Plan

- ❑ Key launches will be featured in ad with prime placement and display support
- ❑ Continued support of Evergreen titles featuring expanded audience themes
- ❑ 2 monthly ads on both Wii and DS
- ❑ Black Friday Bundle Participation



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## Circuit City / NMI Opportunities

### ❖ Opportunities

#### ❑ How can we help improve the in store presence and shopping experience?

- Improve Accessibility of Product
  - Partner with management to go into backrooms and bring it out to the floor
- Help with set up of DS Endcaps in the top 200 stores
- Surveys on in store environment
- Displays - strive to place out of section
- Aligning with the weekly ads and ensuring that product is out on the shelf

Thank you for your support!!



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# MERCHANDISING

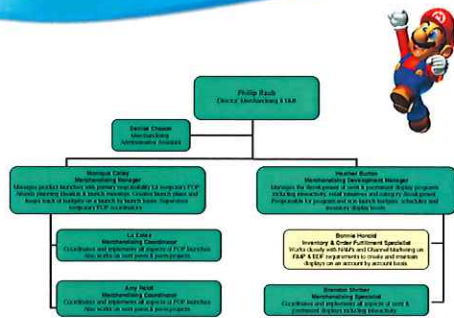
*What we are all about*

## Agenda

- Our Structure
- Staff Introductions
- What is Merchandising?
- What Do We Do?
- What Are Our Plans?
- Wrap Up- Q&A

Introducing  
the Merchandising  
Department...

## Merchandising Org Chart



Green Boxes = San Francisco Office  
Yellow Boxes = Richmond Office

## Phillip Raub

Dir, Merchandising & NMI



- When did I start at Nintendo: October 2007
- Previous Job: The Gap
- Why did I pick Nintendo: I really feel like I can relate to Italian plumbers
- What do I like best about my job: Taking conference calls from the Chili's parking lot (especially when Nancy won't let me turn on the A/C in the car...because Mary Jo doesn't want to go over on the ground transportation budget)
- What would I change: The name of NMI...seriously you can't have an acronym inside of another acronym.

## Merchandising



Phil Raub



Denise Chacon



## Heather Burton

Merchandising Manager, Development



- *When did I start at Nintendo:* September 16, 2007
- *What do I do:* I work on non-launch programs which include Nintendo initiatives, interactivity and retail category development
- *What do I like the best about my job:* The untapped potential of reaching our audience through the retail environment
- *What would I change:* Retail's view on how gaming should be communicated to consumers

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## Merchandising Development Team



Heather Burton



Bonnie Honold



Brandon Shriber

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## Monique Catley

Merchandising Manager, Launch



- *When did I start at Nintendo:* August 6 2007. I arrived @ the hotel @ 3Am after many, many flight delays and still made it to work @ 8am on Monday.
  - I traveled for 7 out of my first 8 weeks for training
- *Previous Job:* Konami Digital Entertainment, as Creative Director. I was there for 7 years
- *Why did I pick Nintendo:* Nintendo is innovative & good to its people. I have never heard anything bad about Nintendo. Now that I'm here I know it is true.
- *What do I like the best about my job (so far):* The people & the ability I have to make changes & advancements in the department & what we produce
- *What would I change :* Some of the old systems (Borg)

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## Merchandising Launch Team



Monique Catley



Amy Reidt



Lu Estes

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## What is Merchandising?

**mer·chan·dis·ing** also mer·chan·diz·ing (mûr ch ɪn d ɪ z ɪŋ)

### NOUN:

Merchandising is the way we present products to attract the attention of consumers and create sales. To be effective, merchandising needs to be closely connected and consistent with all other parts of the sales process. This includes advertising, promotions, display fixtures, signage and sales strategies.

After all, we have 2.5 seconds to engage the consumer and persuade them to make a purchase.

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## Merchandising Solutions

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## Merchandising Solutions



Re-launching  
September 2008



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## Merchandising Solutions

Mario Kart World Store  
Launch Take Over



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## Merchandising Solutions

Wii Fit World Store  
Launch Take Over



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## Merchandising Solutions

### Wario & Kirby World Store Launch Take Over



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## Merchandising Solutions

### Premiums-The New Plan

- DS Pink Compact Mirror
- DS Cinch/Pouches (DS F Q2)
- T-shirts, DS White w/ grey & Pink W/ white
- T-shirts, Wii -Blue w/ white & Grey W/ white
- Hat - Wii & DS/Baseball Cap
- Water Bottles- Plastic (reusable)
- Notebooks/Journals
- Rubberized bracelets- Pink, Grey, White, Blue
- Lanyard - DS
- Lanyard - Wii
- Pan-Wii & DS
- NINTENDO POST IT PAD
- DVD holder

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## DS Initiatives

Due to the success of the Retail Meetings in June, Nintendo has been able to pursue initiatives geared at driving DS hardware and software sales at retail. A few of the display programs we have installed or are working on are:

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## DS Initiatives at Retail

**Wal-Mart**  
DS MP2 Display  
Program Launched: 6/08  
Qty: 2200 displays



**Kmart/ Sears**  
Permanent DS Endcap  
Program Launched: 7/08  
Qty: 2100 universal displays

## DS Initiatives at Retail

**Best Buy**  
Permanent DS Endcap  
Program Launches: 9/08  
Qty: 850 displays



**Circuit City**  
Permanent DS Endcap  
Program Launches: Est. 10/08  
Qty: 200 displays

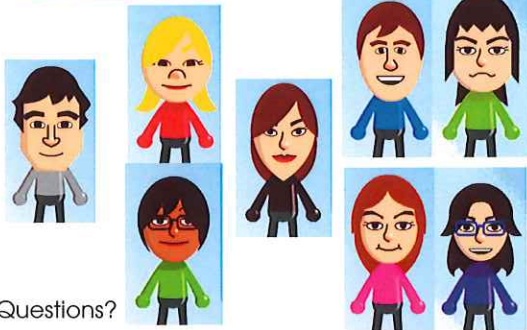
## DS Initiatives at Retail

**Babies R Us**  
DS Test Endcap  
Program Launched: 8/25/08  
Qty: 30 displays





## Who Are Merch



Questions?

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## Closing Remarks

- Re-cap of Marketing Initiatives
- Thank you (NWS, Channel, Sales and Merchandising Teams)
- NMI's role in facilitating these initiatives

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## NMI 2008 National Meeting IS Module



Dave Diederich  
John Harbottle  
Joon Huh  
Ryan Clark

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## Agenda



- Introductions
- FAQ
- New Equipment
- NMI Retail Updates
- Machine Updates
- Corporate Initiatives
- Questions



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## Introductions

- Some new people:
  - Joon Huh
  - Ryan Clark
- Thanks to John, Joon, and Ryan
- Todd and Joel have moved on to new roles



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## FAQ

- Email sent out before meeting
- Battery issues
  - Between store calls, place Fujitsu in suspend and use car charger
  - Shut down Fujitsu to fully charge
  - Work with your DS before requesting another battery
- Photos and email
  - Limit to only a few photos, if absolutely necessary




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## New Equipment

- New printer
  - HP Photosmart D7260
- DVD/CD drive
  - USB, external powered
- Module giveaway




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## NMI Retail Updates

- Retail footage tracking
  - Track by store
- Store call cycle changes
  - No more Top Volume
  - New store statuses:
    - Priority, Bi-weekly, Monthly, Quarterly
  - Only two CRP groups now
  - Priority and Bi-weekly stores can be assigned to multiple groups
  - Monthly Performance changes
  - Retail Rep Overview changes




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## Machine Updates

- Internet Explorer v7
- Microsoft Office 2003
- Anti-virus file updates
- Adobe Acrobat reader v9



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## Corporate Initiatives

- MS Outlook
- Dial-up connections to use VPN
- MS SharePoint



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## Questions??

- Thanks for coming!



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## 2008 NMI NATIONAL MEETING

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### **LICENSED PRODUCTS MODULE**

- ❖ Sandy Hatcher, Sr. Manager
  - Licensed Software/Accessories
- ❖ Damon Baker, Manager
  - Brand Licensing

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### **LICENSED PRODUCTS MODULE**

#### **WHAT'S ON THE AGENDA**

- ❖ Third Party Software Update – Sandy
- ❖ Brand Licensing – Damon
- ❖ Q&A – Sandy and Damon

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## YOU HAD QUESTIONS

WE'LL ADDRESS THEM ~  
HEAD - ON!

PLUS MORE!

**FIRST . . .**

**How IMPORTANT is  
Third Party Business to Nintendo?**

- ❖ Third party partners are responsible for close to 60% of Nintendo's software business and contribute to Nintendo's overall bottom line profitability.

**BOTTOM LINE**

- No Publishers
- We don't compete
- They are that important!!

**Who Finished On Top?  
First Half 2008**

60% of Third Party software came from these six partners:

- ❖ **ACTIVISION** (#3 2007)
- ❖ **UBISOFT** (#2 2007)
- ❖ **EA** (#1 2007)
- ❖ **THQ** (#4 2007)
- ❖ **SEGA** (#6 2007)
- ❖ **LUCASARTS** (NOT RANKED IN 2007)

## YOUR QUESTION



*There is a perception among retailers and game reviewers that we have relaxed our standards for third party developers who wish to publish Wii games. Is there a danger in allowing games of questionable quality to enter the market and negatively impact the Nintendo brand?*

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## Let's Define

### "PUBLISHER"

(aka "Licensee")

An independent company who has contracted with Nintendo for the use of Nintendo technology and/or images in the creation of their product.

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AND WE HAVE PLENTY OF THEM!



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### What's the role of the respective partner?

#### Role of Publisher

- Work with the Developers
- Market the product (determines PR message, announcements, media campaign, merchandising, channel promotions, etc...)
- Forecast / Order / Sell the product.

#### Role of Nintendo

- Establishes development guidelines.
- Establishes packaging and image guidelines.
- Approves marketing assets (not plan).
- Manufactures the product.
- We do not judge the quality.

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### Who Determines Quality?

These titles received low metacritic scores  
(aka: *crap-o-meter*)

- ❖ Mario and Sonic at the Olympic Games
- ❖ Carnival Games
- ❖ Guitar Hero: Aerosmith
- ❖ Cooking Mama
- ❖ Wii Play
- ❖ Sonic Riders: Zero Gravity

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### It's in the Eye of the Beholder

- ❖ Core gamer vs. a 45-minute game player or the "Expanded Audience" – different rating.
- ❖ Different games appeal to different levels of players.
- ❖ "Cheap" doesn't always mean low quality.
- ❖ Just like with any other consumer product, clothing, TV., home appliances, there are different levels of quality.

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Myth: 3<sup>rd</sup> parties games are of poor quality.

## What happens when the "Expanded Audience" is Right!

- ❖ Guitar Hero III: Legend of Rock
- ❖ Mario & Sonic at the Olympic Games
- ❖ Carnival Games
- ❖ Rayman Raving Rabbids
- ❖ Lego Star Wars: The Complete Saga
- ❖ Game Party
- ❖ Madden NFL '08
- ❖ Tiger Woods PGA Tour '08
- ❖ Resident Evil 4

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Myth: 3<sup>rd</sup> parties games are of poor quality.

## Challenges to Publishers' Success in the New Generation

### Traditional Success

- ❖ Strong Graphics
- ❖ Clearly defined demographic (16-30 year old male).
- ❖ Increasingly complex control schemes – "Gamers Games"

### Nintendo Success

- ❖ Re-engage consumers who had stopped playing
- ❖ Attract new gamers
- ❖ Create products that appeal to everyone (core gamers and new gamers alike)

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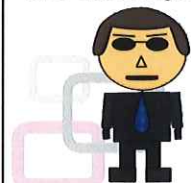
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## NINTENDO CAN HELP PUBLISHERS MAKE THOSE "QUALITY" TITLES SHINE

### Publishers Objective:

Get support for their titles, i.e., either with marketing \$\$ or marketing exposure.



### Nintendo's Objective:

Find the titles that are going to sell HW and provide variety.



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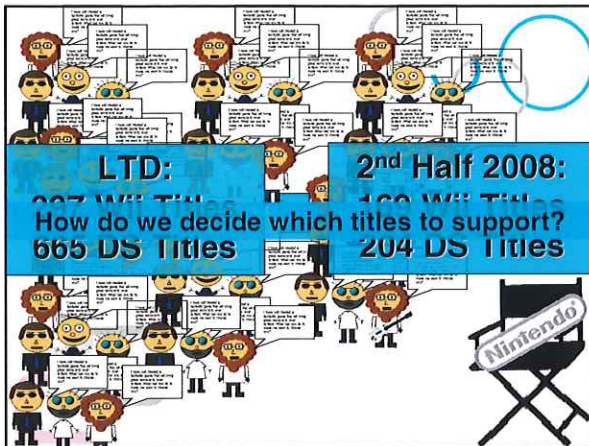
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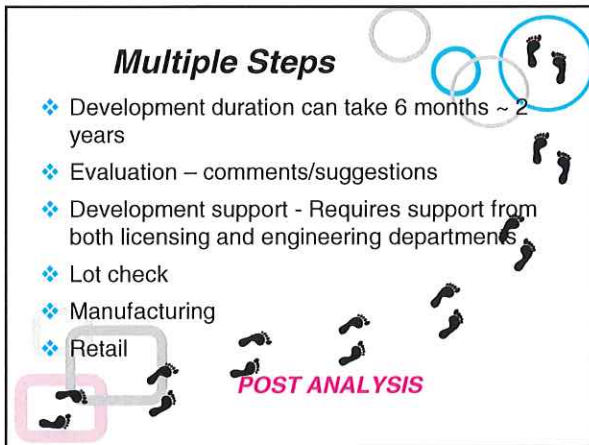
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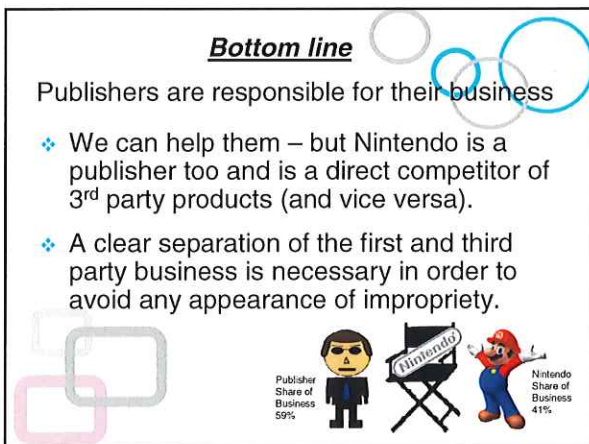
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## ***We have to remain separated***

### **Legal Separation:**

Any changes to the Nintendo product, pricing, timing, etc. could be viewed as breaching the trust of the 3rd party publisher and could be anti-competitive and subject to scrutiny.

Share of business is combined DS and Wii SW – NPD May 2008

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## **YOUR QUESTION**

***How can companies like Datel and Nyko make similar nunchuks to ours and not violate any patent laws?***

### **THEY CAN'T**

- ❖ **June of 2008** - Nintendo filed a lawsuit against Nyko Technologies, Inc. relating to Nyko's design and sale of a "Wireless Nunchuck" controller that infringes Nintendo's trademark and patent rights.
- ❖ **July 31, 2008** - Nintendo filed a motion for a preliminary injunction to prevent Nyko from continuing to sell products that infringe on Nintendo's intellectual property.

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## **YOUR QUESTION**

***What exactly are a third party's benefits to licensing accessories? More and more accessories seem to be unlicensed than ever before.***

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## Benefit is Quality Product



**Quality = Seal**

**Seal = Higher Sales**

- ❖ Accessories Bundled with Licensed Software
  - **Assures quality** – if it's bundled with licensed software it's been tested, approved and licensed.
- ❖ Stand-Alone Accessories
  - If the **seal** is on the box, it's been **tested, approved** and **licensed**.

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## YOUR QUESTION



- ❖ *Why are some hot titles available for the competition and not to Nintendo, or yet, if we do get the title, it's usually "after" the competition?*
- ❖ *Why do we only get certain titles from EA the other companies get? Specifically EA Hockey and NASCAR. Or other licensees like Call of Duty 4?*

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## Product Development

- ❖ **Xbox 360** and **PS3** can be developed simultaneous using same dev team.  
*Develop on one → port to another*
- ❖ **Wii/DS** – The Wii Remote and DS touch screen are unique. Requires completely different code – unique dev team.
- ❖ As the installed base grows and our gaming audience expands – so will the library!

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## YOUR QUESTION

**Will NOA translate and publish games from Japan to the U.S. that are not 1<sup>st</sup>/2<sup>nd</sup> party?**

- ❖ If Nintendo publishes another company's game, it's considered "2<sup>nd</sup> party." So we would if:
  - Game is good (Final Fantasy)
  - Japanese publisher with ties to NCL

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## YOUR QUESTION

**Why is there no set symbol system on the back of games? Like number of players, etc.?**

- ❖ Publishers must adhere to packaging guidelines and use these icons




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## YOUR QUESTION

**Will we get . . .**

- ❖ Rock Band with downloadable content?  
**YES!**
  - ❖ Hockey  
**YES!**
  - ❖ Call of Duty  
**YES!**
  - ❖ GTA  
**YES!**
  - ❖ FINAL FANTASY  
**YES!**
  - ❖ NASCAR  
**MAYBE . . .** ©
- But we will have - Need For Speed Undercover

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## YOUR QUESTION



**And last . . Phrased 35 different ways:  
What's coming out in Q4 and how can we  
get info before retail?**

- ❖ Withholding information is not our choice. We have to respect our partners – it's their business – their information – their timeline.

### ❖ RESOURCES:

- *Nintendo Channel* – check it every week  
Updated every Monday at 9:00 am PST.
- *Monthly report* uploaded to your "NMI Files Folder"
- Subscribe to *GameDaily Biz* it's FREE!




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## Third Party Holiday Line-Up for Wii



### ACTIVISION.

- ❖ *Cabela's Dangerous Hunts 2009* – *September*
- ❖ *Call of Duty: World at War* – *November*
- ❖ *Guitar Hero® World Tour* - (bundled with guitar, drum and microphone) – *October*
- ❖ *Kung Fu Panda: Legendary Warriors™* – *November*
- ❖ *Rapala Fishing Frenzy* (bundled with fishing pole) – *September*
- ❖ *Spider-Man: Web of Shadows* - *October*

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## Third Party Holiday Line-Up for Wii



- ❖ *High School Musical 3: Senior Year DANCE!* (bundled with microphone) - *October*
- ❖ *Disney Sing It!* (bundled with microphone) – *September*
- ❖ *Ultimate Band* - *November*

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### Third Party Holiday Line-Up for Wii



- ❖ Boogie™ SuperStar - *October*
- ❖ Celebrity Sports Showdown - *October*
- ❖ FIFA '09 All-Play - *October*
- ❖ Harry Potter and the Half Blood Prince - *November*
- ❖ My Sims Kingdom - *October*
- ❖ NBA Live '09 All-Play - *October*
- ❖ Need for Speed Undercover (works w/ Logitech's Force Feedback steering wheel) - *November*
- ❖ Nerf™ "N-Strike" (bundled w/ Nerf Blaster) - *November*
- ❖ Rock Band 2 (bundled w/ guitar, drum, microphone) - *November*
- ❖ Skate It - *November*

### Third Party Holiday Line-Up for Wii



LUCASARTS.

- ❖ Star Wars™: The Clone Wars™: Lightsaber Duels™ - *November*

### Third Party Holiday Line-Up for Wii



- ❖ Samba de Amigo™ - *September*
- ❖ Sonic Unleashed™ - *November*

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### Third Party Holiday Line-Up for Wii



- ❖ Carnival Games: Mini-Golf™ – *September*
- ❖ NHL® 2K9 - *September*




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### Third Party Holiday Line-Up for Wii



- ❖ All Star Cheer Squad™ – *October*
- ❖ Are You Smarter than a Fifth Grader – *October*
- ❖ de Blob – *September*
- ❖ The Naked Brothers Band: The Videogame – *October*
- ❖ WWE® Smackdown® vs. Raw® 2009 - *November*




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### Third Party Holiday Line-Up for Wii



**UBISOFT™**

- ❖ Brothers in Arms Double Time – *August/September*
- ❖ Circus Games – *November*
- ❖ Hell's Kitchen – *September*
- ❖ The Price Is Right – *September*
- ❖ Rayman Raving Rabbids TV Party (uses Balance Board) – *November*
- ❖ Shaun White Snowboarding – (uses Balance Board)  
*November*




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**Third Party Holiday  
Line-Up for Wii**



❖ **Lego Batman: The Video Game** - *September*



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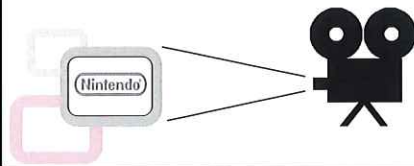
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**LET'S TAKE A LOOK AT SOME VIDEO . .**



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## Brand Licensing 101

What we do:

- Licensing is used by brand owners to extend a trademark or character onto products of a completely different nature.
- Work with established 3<sup>rd</sup>-party manufacturers to create unique and exciting products which strengthen the Nintendo Brand.




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## Brand Licensing



Damien Baker  
Manager  
Brand Licensing



Kyoko Yoshida  
Brand Specialist –  
Hardgoods & Artwork



Yugo Sato  
Brand Coordinator –  
Gaming Accessories



Jaime Simonson  
Brand Specialist –  
Softgoods  
(maternity leave)



Noriko Matsunaga  
Brand Coordinator –  
Special Projects

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## Brand Licensing 101

What we do:

- Cover all territories worldwide outside of Japan and Korea
- 6 licensing agencies representing NOA internationally covering Latin America, Europe, Australia and the Middle East
- Over 125 active licensees domestically and internationally




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## Brand Licensing 101

Three main categories:

Hardgoods



Softgoods



Gaming accessories



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## Brand Licensing 101

Additional Responsibilities:

- International Promotions
- Entertainment Licensing
- Strategy Guides



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## Brand Licensing 101

Department goals/objectives

1. Support Nintendo core products

*Super Mario Galaxy launch at GameStop – Nov07*



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# Brand Licensing 101

Department goals/objectives

1. Support Nintendo core products

Wii Fit licensed promotion Best Buy – Aug08



1. Support Nintendo core products

1. Support Nintendo core products

Wii Fit licensed promotion Best Buy – Aug08



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# Brand Licensing 101

Department goals/objectives

2. Help cater to and grow the expanded audience



The image displays a variety of licensed merchandise. On the left is a large blue and white backpack with a silver buckle. Next to it is a small, patterned handbag with a brown strap. To the right is a black briefcase. Further right is a blue pencil case with a pink eraser. Below the backpack is a pink Hello Kitty backpack with a white bow. In the center is an open black case containing a silver pen. To the right of that is a red case with a silver pen.

2. Help cater to and grow the expanded audience

2. Help cater to and grow the expanded audience



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# Brand Licensing 101

Department goals/objectives

2. Help cater to and grow the expanded audience



The collage features various Nintendogs products. On the left, there are three game boxes for the Nintendo DS: 'Nintendogs: Best Friends', 'Nintendogs: Best Friends 2', and 'Nintendogs: Best Friends 3'. Below these is a blue doghouse with a window showing a dog's face. In the center, there is a large dog figurine of a golden retriever, a doghouse, and a dog bed. On the right, a woman is shopping in a toy store, pushing a shopping cart. The store shelves are filled with various toys and games.

2. Help cater to and grow the expanded audience

2. Help cater to and grow the expanded audience



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## Brand Licensing 101

Department goals/objectives

3. Retain the existing Nintendo fanbase



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## Brand Licensing 101

Department goals/objectives

3. Retain the existing Nintendo fanbase



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## Brand Licensing 101

Approval Process:

- Gaming Accessory vs. Merchandise
- Timelines
- Licensed vs. Unlicensed

Which keyboard is unlicensed?



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## Brand Licensing 101

Approval Process:

- Case-Study: KFC Premiums



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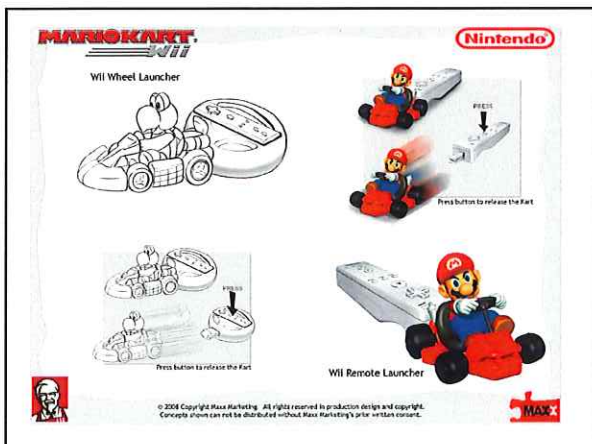
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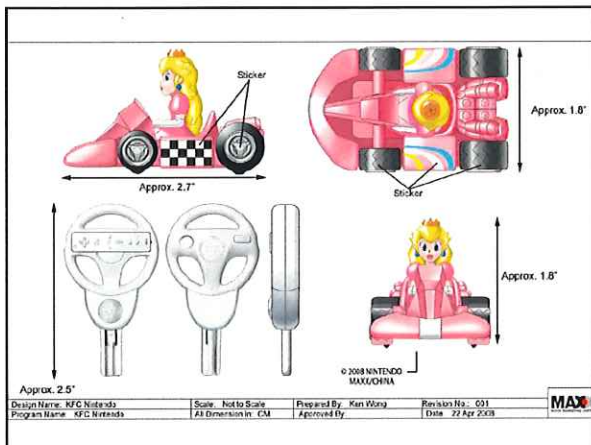
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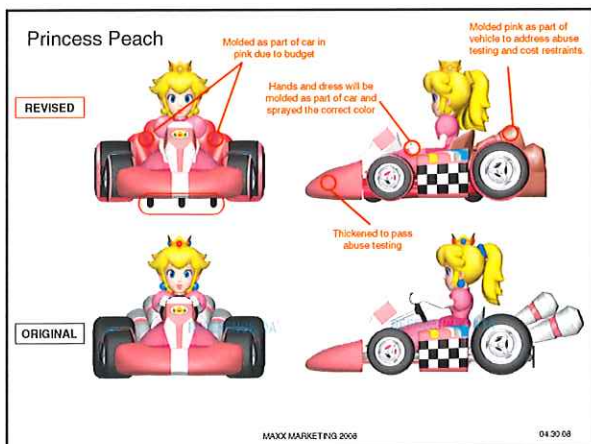
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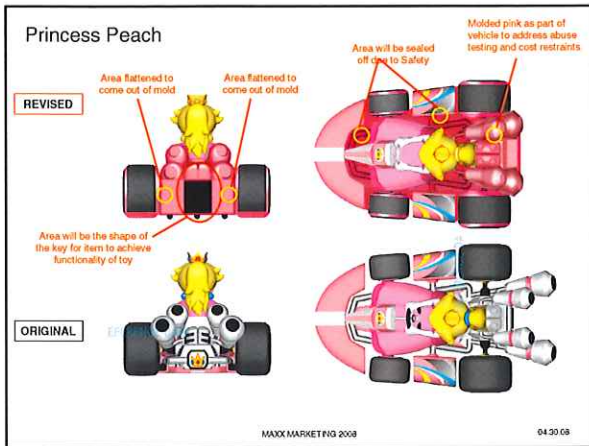
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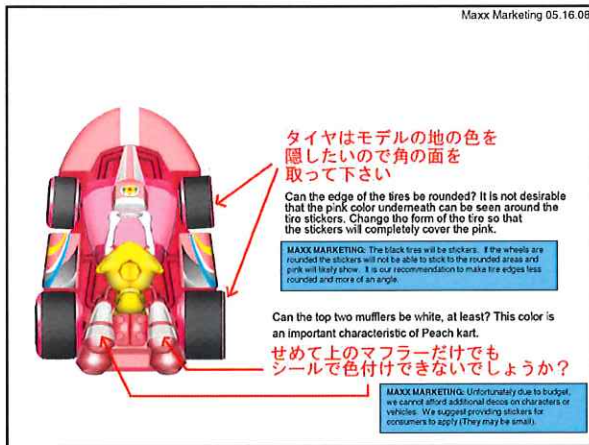
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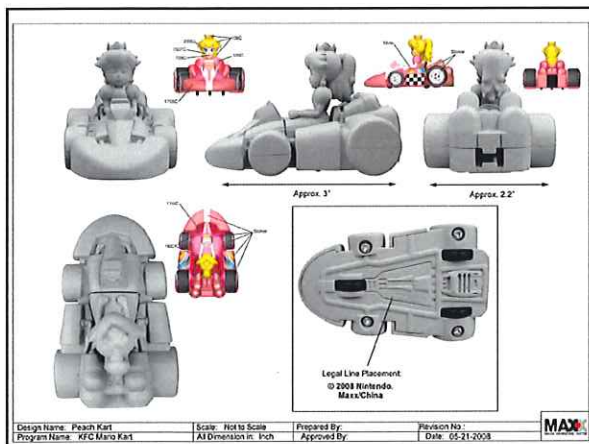
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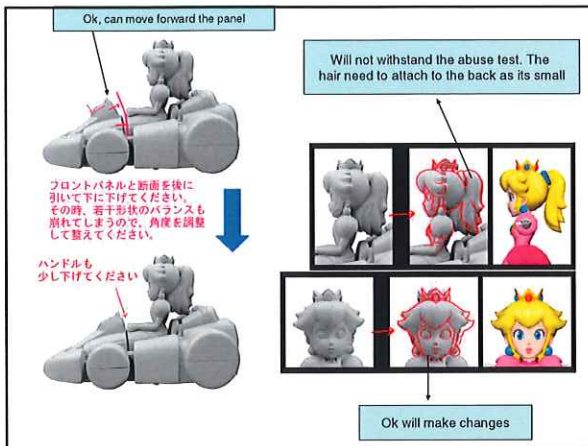
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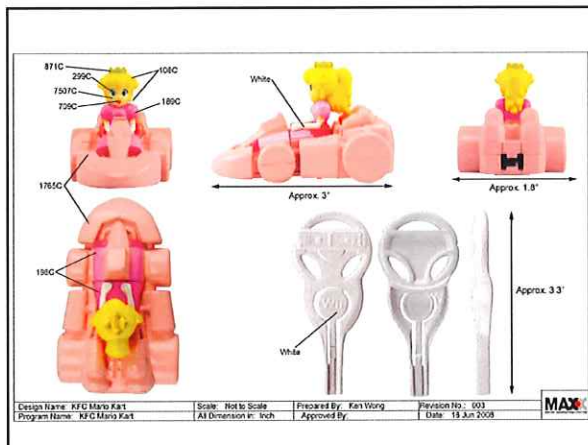
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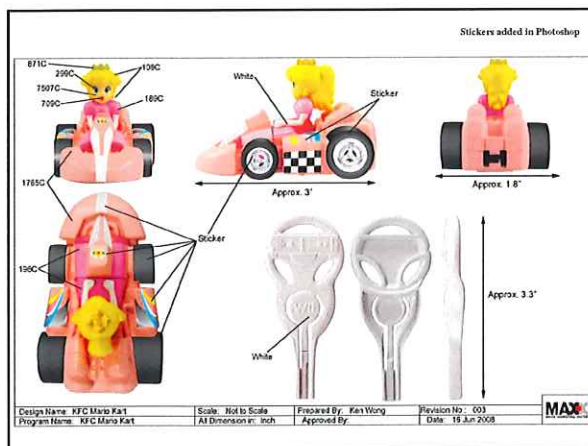
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**KFC Mario Kart – Princess Color Clay Model with Mock Stickers**  
July 11, 2008




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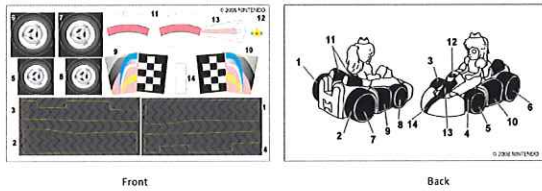
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**KFC Mario Kart – Peach Sticker Sheet**  
July 15, 2008

Approx: 6.8cm x 11cm



*Sticker sheet not to scale.*

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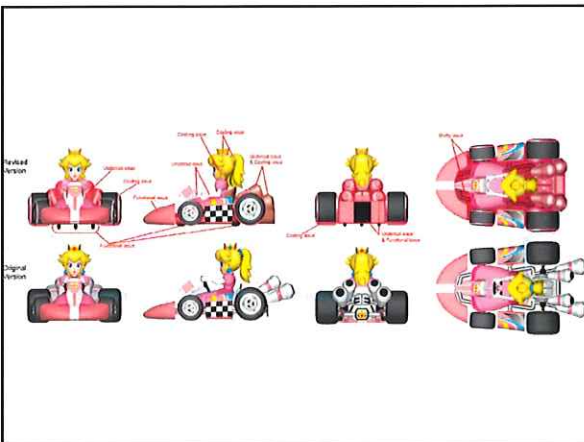
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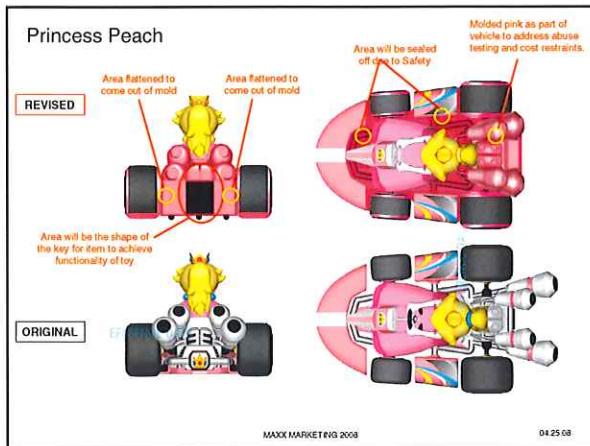
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### Brand Licensing 101

Official Nintendo Seal

- Ensures safe and approved consumer products
- Abides by new green procurement standards
- Testing specs consistent worldwide
- Support encouraged by all software licensees (bundling) and retailers (roto ads)



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### Brand Licensing 101

Retail Presence



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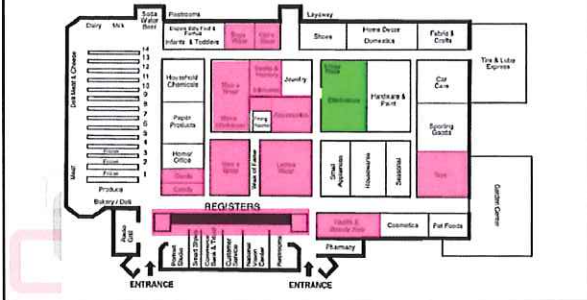
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## Brand Licensing 101

### Typical Store Layout – Super Walmart




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## Brand Licensing 101

### Retail Presence

- Mass-Market
  - Walmart
  - Costco
  - Supermarkets




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## Brand Licensing 101

### Retail Presence

- Mid-Tier
  - Target
  - JC Penney
  - Kohl's




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# Brand Licensing 101

Retail Presence

- Specialty
  - Best Buy
  - TRU
  - GameStop

A collection of Super Mario Bros. merchandise is displayed. At the top right is a red box for a 'SUPER MARIO BROS. HINTENDO DS HOUDER' featuring Mario. To its left is a large action figure of Donkey Kong (DK) in a red shirt. Below these are several smaller items: a green Yoshi plush with 'Wii Fit' printed on it, a small Bowser figure, a small Mario figure, a white Piranha Plant figure, a green Piranha Plant figure, and a yellow Goomba figure.

- Specialty
  - Best Buy
  - TRU
  - GameStop



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[illegible]

- Boutique
  - Hot Topic
  - Urban Outfitters
  - Limited Too



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# Brand Licensing 101

Group Activity:

- New Product Brainstorm!



The collage features three distinct licensed products. On the left is a 'Mario Chess' set, showing a box with 'MARIO CHESS' and 'COLLECTOR'S EDITION' text, and a chessboard with pieces designed as Mario characters. In the center is a 'Jenga' game box with the 'Jenga' logo and 'DANGER ZONE' branding. On the right is a 'Mario Kart Wii' game box, showing Mario in his kart, with text indicating it is a 'New Game Disc Edition' and 'Multiplayer, up to 8 frequencies'.

- New Product Brainstorm!



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Brand Licensing 101

Q&A

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# Wii Music

DRAFT - Mode Names & Other Names Not Final

Date: 6/13/08

## GAME FACTS

Format	Wii
Release	10/20/08
ESRB Rating	Projected E
Game Type/Genre	Music game
Contact	Steven Grimm/Jonathan Yekkey
Target Audience	Expanded audience, families, people interested in music
Players	1-4
Developer	Nintendo
Accessories	Wii Remote, Nunchuk, Wii Balance Board
Language	English, Spanish, French
Connections	WiConnect24



## Key Information

Join a band and jam up with up to four friends! Anyone can play the huge selection of instruments in Wii Music with simple motions—like strumming and drumming!

• It's easy to play improv jams. Everyone in your band jams by simply playing their instruments to the beat of a song or by improvising to their heart's content. Play faster. Play slower. Skip a beat, or throw in ten more. No matter what you do, Wii Music automatically transforms your improv stylings into great music! There are no mistakes and no game scores—just playing for the pure joy of playing!

• Wii controls immerse you in the music. You can play most of the 60-plus instruments in Wii Music using simple motions with the Wii Remote and Nunchuk controllers. Strum to play guitar, harp, and sitar! Drum to play jazz drums, congas, and snare drum! Hammer away to play piano, vibraphone, and marmal! Unlike most music games, Wii Music doesn't make you use many complex buttons. You only need to imitate playing the instrument.

• Wii Music offers virtually endless ways to make music. You choose the song; you choose the instruments. So you can blaze through a rock tale on Beethoven's "Ode to Joy," or put a classical spin on "Scarborough Fair," or even transform Nintendo songs like the Super Mario Bros. theme into a Latin-American number. The song list is only a tasteoff point—it's how you improvise with the songs that matters!

• Send your band jam recordings to Wii Friends who have Wii Music! They'll see your Mi Band members, your players' improv styles, and your instrument selections. They can watch your recordings, or play over parts of your song, then send their modified recording back to you. So you can send improv jams back and forth over WiConnect24, changing them again and again!



## Instruments: Pick Up and Play

Most of Wii Music's instruments are played primarily using simple motion controls, as shown below. A handful of instruments, such as the saxophone, are played primarily by pressing buttons.



**Jazz Drum Set** ➔ **Just Drum!**  
Imagine the drum set in front of you, then use the Wii Remote controller and Nunchuk controller as drumsticks.

**Piano** ➔ **Hammer Away!**  
Imagine the piano before of you, then use the Wii Remote and Nunchuk controllers to hammer on the keys, or flick the Nunchuk delicately. If you want!

**Acoustic Guitar** ➔ **Strum!**  
Hold the Nunchuk controller high like a guitar neck, then strum with the Wii Remote controller.



**Saxophone** ➔ **Tilt & Press Buttons!**  
Hold the Wii Remote to your mouth to really get into the act of playing; then tilt the Wii Remote upward to belt out loud music or downward to play quietly. You can play sounds by pressing buttons.

**Violin** ➔ **Bow & Press Buttons!**  
Imagine a violin tucked under your chin as you hold the Nunchuk like its neck, then draw the Wii Remote back and forth across its violin strings, while pressing buttons to play notes.

**Additional Button Control**  
All instruments offer additional button control for more musical variety. This differs by instrument. For example, while "bouncing on the piano" using motion control, holding the B Button cuts off each piano note for a clipped "staccato" effect.



## Jam Masters: Play Toward Mastery

Wii Music stands in a class of its own. Compared to most other music games, which penalize players if they don't play perfectly, Wii Music is a musical playground where there are no mistakes. But there are nearly limitless ways to play the instruments and songs, and that's where the jam masters come in!



When not playing with friends, you can invite jam masters to play with you. They'll join a session playing an instrument that each thinks is strong for a specific song. You can simply enjoy the musical camaraderie, or pick up instrument tips by watching them jam!



Each of the 60-plus instruments has a lot of musical depth and variety. The jam masters will show you lots of techniques for many of these instruments, then ask you to follow their examples. They'll start with the simplest techniques, then as you master each one, show you even more nuanced ones.

Nintendo

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## Jam with Bands: Solo, Multiplayer, and Wii Friends

Every band has six members: Two play the main melody, two cover the percussion beats, one covers the bass groove, and one uses the song's chords to support the melody. As a band, the six members often play their special parts at the same time, though each player can jam however and whenever he or she wants. Play all at once. Take turns in the spotlight. Pair up in creative ways throughout the song. You can bring the band to life by yourself, playing one part at a time—or with up to four players!



**Solo play:** When you play by yourself, you can add one part at a time to arrange the whole song exactly how you want. Jam masters are on hand to back up your band in any parts you need filled.



**Multiplayer:** When in a band with friends, up to four people can be band members.

**Wii Friends:** Using WiiConnect24, you can send your jam recordings to Wii Friends who own Wii Music. The recipients can then watch your performance, modify it to their liking, and send their modified jam recordings back to you!

Nintendo

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## Additional Modes: Even More Music Play

Wii Music includes many other modes besides the main band jams, including several musical games and an enhanced video playback mode for recorded jams.



**Playback Mode:** Watch your jam recordings in an enhanced playback mode that brings your jams to life with fun cinematic effects and dramatic camera angles.



**Master Mode:** By waving the Wii Remote like a conductor's baton, you'll lead a Mix orchestra through orchestrated songs, such as The Legend of Zelda theme. Make them play quickly, slowly, strongly, or gently—the orchestra is at your command.



**Handbell Mode:** In this musical minigame, you'll play in a handbell ensemble by swinging your Wii Remote and HandiKaz. Everyone on the team has a job to do: play one of your notes only when the tune demands it.



**Music Note Quiz:** How good is your musical ear? In this whimsical minigame, you'll have to solve challenges, like putting note-playing Mix in order from lowest to highest pitch.



**Drum Set Mode:** In the one mode that utilizes the Wii Balance Board accessory (sold with Wii Fit), you can feel what it's like to play a real-life drum set. You'll use the Wii Remote and HandiKaz as drumsticks, and place both feet on the Wii Balance Board—which works as virtual pedals for the bass drum and hi-hat cymbal.

Nintendo

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# Animal Crossing®: City Folk

Date: 7/9/08

## GAME FACTS

Platform	Wii
Release	November 16, 2008
ESRB Rating	Everyone
Game Type/Genre	Community Simulation
Contact	Ann Lin, Beiko Nishimura
Target Audience	8+, Animal Crossing Fans, Parents and Children, Expanded Audience
Players	1-4 (Alternating, 1-4 simultaneous via Nintendo WFC)
Developer	EAD
Accessories	TBD
Language	English, French, Spanish
Connections	1-4 Person Multiplayer via Nintendo WFC, Downloadable Content via WiiConnect24

Nintendo

## Key Information

If life were an endless vacation, what would you do?

Go fishing, collect shells, or watch fireworks with friends? Build a snowman, exchange presents with family, or decorate your house for the holidays? Take a trip to the city, go on a shopping spree, or visit friends from all over the globe? In Animal Crossing, life moves at a relaxed pace, but the world brims with endless possibilities.

*There's always something new to do!* In the living, breathing world of Animal Crossing, days and seasons pass in real time, so there's always something to discover. Catch fireflies in the summer, go trick-or-treating on Halloween, or hunt for eggs on Bunny Day. If you're in the mood for something a little faster paced, take a trip into the all-new city and catch a show at the theater, check out the sales at Gracie's boutique, or change up your look at the salon! But if you don't show your face for too long, your neighbors will miss you!

*The perfect place to hang out with friends!* The heart of Animal Crossing is building relationships with other players as well as the animals in your town. Live with up to three other people from your household and build the perfect town together! Design clothes and patterns, write letters, and post messages on the bulletin board for each other, or invite up to three friends to visit your town using Nintendo Wi-Fi Connection—with the new Wii Microphone (name TBD), it's like you're all in the same room!

*Get to know your neighbors!* Befriend your animal neighbors by exchanging letters, gifts, and favors. Animals can also move from town to town, and when they do, they bring their memories of life in your friends' towns with them. And since animals are notoriously loose-lipped, they spill all the juicy details!

*Express your personal style!* Customize your town, your house, and yourself by collecting bugs, fish, fossils, art, furniture, clothes, and accessories. You can also go to the salon in the city to change your hairstyle and get a Mii™ makeover. Plus, if you design clothes in the tailor's shop, animals will wear them and maybe even bring them to other towns!

Nintendo

## Game Description

### Story/Plot

You make the whole story, as you and up to three other players move into a town and just live life. Befriend your animal neighbors, decorate your house with cool furnishings, fill up your wardrobe, get to know the local wildlife, take a trip to the new city, and just explore the world. There are a million different ways to play.

### Characters

Familiar faces such as K.K. Slider, Tom Nook, Blathers, and Mr. Resetti, all appear in this installment, as well as a bunch of all-new characters. Many of the characters who occasionally visited your town in previous Animal Crossing games have now set up permanent shop in the city, so you can see them anytime.

Nintendo



## Game Description

### How to Progress Through the Game

Move into town, buy a house, and then do whatever you want! Time and seasons pass as they do in the real world, so there's always something different happening. Collect over 2,400 items, befriend your animal neighbors, go fishing, catch bugs, dig up treasure, hang out with other players, or take a trip to the new city.

### Special Powers/ Weapons/Moves/ Features

Use the Wii Remote pointer to type letters, use items, draw designs for clothing or wallpaper, drag clothing or items onto your characters, interact with animals or objects, or lead your character around the world. Use Nintendo WFC to hang out in real time with up to three of your friends. You can also send them emails and text messages from the game!

Nintendo

## New Features

### The City



Take a trip to the all-new city to auction items to your friends, do some high-end shopping at Gracie's boutique, get a Mi makeover, catch a show at the theater, or scope out the Happy Room Academy's top-scoring house!

Nintendo

## New Features

### Wii Speak (TBD)



Use the Wii Microphone (TBD) to chat with friends in real time!

### Calendar



Play at different times of year to experience different activities, holidays, and seasons.



Nintendo

## Ways to Play

Be a social butterfly!



Befriend animals to score items and get the inside scoop



Hang out with real-life friends!

Nintendo

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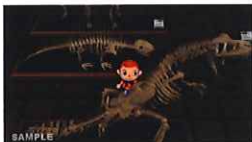
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## Ways to Play

Collect, collect, collect!



Collect all types of stuff, from bugs and fish to clothes and fossils!

Nintendo

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## Ways to Play

Customize your world!



Transform your house from barebones to luxurious!



Create designs to decorate yourself, your friends, and your surroundings!

Nintendo

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## Ways to Play

There's always something new!



Visit your town at different times to experience different activities, events, and seasons!



Take a trip to the city, where something is always going on

Nintendo

## Personal Trainer™: Cooking

Date: 08/14/08

### GAME FACTS

Format	Nintendo DS
Release	11/24/08
Projected ESRB Rating	E – Alcohol Reference
Game Type/Genre	Cooking Training
Content	Rob Heirel, Tim O'Leary
Target Audience	Expanded audience, aspiring cooks
Players	1
Developer	Indies Zero
Accessories	None
Language	English Only
Connections	None

Nintendo

## Key Information

Personal Trainer: Cooking is a training title that brings gourmet cooking from around the globe to your Nintendo DS. It features a DS Chef, your own private cooking instructor who talks you through 245+ recipes from over 30 countries worldwide. It's a combination of interactive cookbook and live cooking demonstration that'll have you cooking like a pro, even if you've never lifted a ladle before.

• **Learn from the best!** You and the Chef will collaborate on a wide variety of recipes, with videos of techniques, explanations of ingredients, and expert advice. With its innovative interface and the interactivity that only the DS can provide, it's a perfect learning tool for the budding chef.

• **Shop with the DS!** As you browse recipes, just tap a box to mark ingredients you need to buy. The DS will automatically store them in your in-game shopping list. Later you can take your DS to the store and check off the ingredients as you put them in your cart.

• **What do you want to cook today?** Search for recipes by ingredients, calorie count, cooking time, difficulty, and more.

• **Talk back to the Chef.** Hands covered in batter? Keep your DS clean using voice commands to continue to the next page, repeat a step, go back, and more.



Nintendo



## Game Description

The first thing to do is select a recipe. With 245+ to choose from, Personal Trainer: Cooking makes it easy to find what you're looking for by helping you browse by country, ingredients, difficulty, cooking time, cooking technique, or even calorie count.

Once you've found something that looks tasty, take a look at the ingredients. Out of butter or need to buy some cumin? Just tap them with the stylus to automatically add the ingredients to your Shopping List. Making several dishes tonight? Just keep tapping ingredients—your Shopping List keeps it all in one place for you.

Now that you've got your ingredients, it's time to start cooking. The DS Chef is there with you, talking you through every step along the way. Don't know how to fillet a trout? Watch the demonstration video when you get to that step. Didn't quite catch the last step? Just say "Repeat," and the Chef will explain it again. You can pause the recipe at any time to consult the Cooking A-Z guide, and prompts will appear within recipes for specific terms you might need more information about.



Nintendo

## Game Description

Becoming a better cook

When you finish each recipe, you put a stamp on the in-game calendar, marking what you've made and when you made it. Later, you can search by whether or not you've made a dish before, allowing you to perfect your technique on a particular recipe, or keep expanding your culinary horizons.

With an extensive in-game reference of cooking terms, pictures, and demonstration videos, you can tailor your cooking experience to your level of skill, then watch that skill grow as you keep cooking.

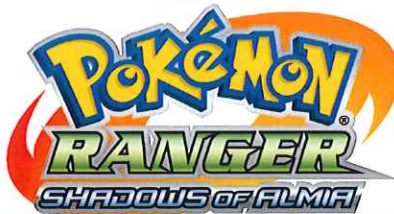
Special input options

The game can be controlled entirely with the stylus, for maximum accessibility.

When your hands are full, covered in cookie batter, or otherwise unavailable, all of the in-recipe commands can be given by speaking to the DS microphone.

The keyword search function uses handwriting recognition, so you can simply write out that you're looking for "sweet and sour" something. Finally, that same handwriting recognition is used to make notes on recipes. If you want to remember to reduce the salt, or simply that this recipe was especially tasty, the software takes the same role as the hand-written note in the cookbook.

Nintendo



Format	Nintendo DS
Release	November 10, 2008
ESRB Rating	E: Comic Mischief and Mild Cartoon Violence
Game Type/Genre	Action Adventure
Contacts	Jeff Miller, Kim Moore, Seth McMahill, Rie Fujiwara and Emily Woo
Target Audience	Diamond/Pearl players, Ranger 1 players, TV fans
Players	1
Developer	Creatures
Accessories	None
Language	English
Connections	Nintendo Wi-Fi Connection (passive)

Nintendo

## Key Information

Become a Pokémon Ranger and protect nature, rescue people, and Pokémon in need in the all-new region of Almia.

**Use the Ranger Capture Styler in this Action Adventure!** Pokémon Ranger: Shadows of Almia is a unique Action-Adventure game that features a different way to capture (tame) Pokémon with the DS Stylus, referred to as the Ranger Capture Styler in the game. When you complete certain Quests, the Ranger Union awards you with Power-ups for the Capture Styler. The Capture Styler upgrades to new functions and evolves as you work to become a Top Ranger.

### Advance to Top Ranger while exploring the region of Almia!

Your journey of exploration and adventure to become a Top Ranger (the most revered Ranger of all) takes you to the region of Almia. Gain experience while traveling to many new areas in Almia including oceans, forests, deserts, and many more.

### Partner with Pokémon from each type to complete Missions!

Capturing (taming) a Pokémon allows you to use its ability and solve various problems you will face along the way. Some of your Ranger duties will include fighting wildfies, rescuing people in need, delivering an important package and more.

**Includes Pokémon from Diamond and Pearl!** Pokémon Ranger: Shadows of Almia is the first game in the Ranger series to feature Diamond and Pearl Pokémon—allowing more variety in your game play.



Nintendo

## Game Description

### Story

In Pokémon Ranger: Shadows of Almia (Ranger 2), you once again play as a Pokémon Ranger—working to help people, Pokémon, and nature in an all new area called the Almia Region. Starting out as a Ranger Student, you quickly earn the title of a full-fledged Pokémon Ranger. As you succeed in more and more Missions, you will aspire to become the highest ranger rank, "Top Ranger."

One day, a mysterious phenomenon begins when wild Pokémon start acting violently. As a member of the Rangers, you start to investigate the cause and find out that a big syndicate is attempting to rule the world by harnessing the Pokémon's power. It is up to you to halt this syndicate's nefarious plans and set things right in the region of Almia.

You use a device called the "Capture Styler" to "tame" a wild Pokémon and attempt to talk it into helping you out. Once the Pokémon is convinced (captured), they will join your team until you use them to overcome various obstacles or help capture other Pokémon. As you level up, your Capture Styler will improve and allow you to enjoy your adventure all the more!

### Characters

Choose from hundreds of Pokémon to assist you. You can choose to be a boy or girl.



Student Ranger

Nintendo

Top Ranger

## Game Description

### How to Progress Through the Game

Capture wild Pokémon and create a team to clear obstacles and puzzles encountered along the way. After utilizing a Pokémon's ability, it will leave your team; however, you will have a partner Pokémon that will never leave your side. As you progress through Missions and Quests, your Capture Styler becomes more powerful, giving you more Styler Energy and leveling you up to the advancement of Top Ranger!



### Special Powers/ Weapons/Moves/ Features

Use the Capture Styler to capture wild Pokémon. Once they are captured, wild Pokémon will follow the player around until their powers are used (either in a Poké Assist or a Field Move).

- A Poké Assist is when the player uses an already captured Pokémon to help capture another wild Pokémon.
- A Field Move is when the player uses a captured Pokémon's power to clear an obstacle in their way.

Nintendo

## Game Information

### Adventures in Almia!

Becoming a Top Ranger takes you to the Region of Almia—a different land from the Fiore region featured in the first Ranger game and different than the regions seen in Pokémon Diamond and Pearl.

This new region, Almia, is twice the size of the region in the previous Ranger game, bringing in a more dynamic storyline full of adventure, Missions, and Quests!



Almia has several towns and villages that you will visit along the way. In addition, facilities that support Ranger duties, such as the Ranger Base (where you can recharge your Stylar and receive new Missions) are located across the region.



Nintendo

## Game Information

### Embark on an adventure with Pokémon!

Poké Assist makes capturing easy!

While you are capturing Pokémon, your partner Pokémon and friend Pokémon help you with their Poké Assists. Below are a few examples of how the various Poké Assists can affect your Stylar line.



Flowers grown from a line you draw inflict the Slowed condition!



Set fire inside the loop to inflict the Tired condition!



Slide the stylus to shake the ground and inflict the Paused condition!

### Partner with Pokémon to complete your Missions and Quests!

You can ride on your Pokémon traveling through new terrain allowing you to traverse the region of Almia with ease.



Nintendo



Date: 5/2/08

### GAME FACTS

Format	Nintendo DS
Release	9/9/08
ESRB Rating	Rating: Probable E
Game Type/Genre	Search and Solve
Project Contacts	Azusa Tajima, Masakazu Miyazaki
Product/Marketing Contacts	Nate Williams, Jeff Miller, Bill Trinen
Target Audience	Females and Expanded Audience, Mystery Case Files fans
Players	1-2 (Local Multiplayer) (Requires Multiple Game Cards)
Developer	Big Fish Games
Accessories	None
Language	English, French, Spanish
Connections	Downloadable Demo, Multiplayer

Nintendo



## Key Information

### Spot Clues to Find the rightful Heir!

It takes a keen set of "private eyes" to identify the heir in this seek-and-solve detective story. Mystery Case Files: MillionHeir presents a new generation of search-and-solve games for a new generation of Nintendo DS owners. Whether you like to play for minutes at a time or hours a day, Mystery Case Files: MillionHeir has your game experience covered.



**Delve into the latest evolution of search-and-solve fun!** The game showcases highly detailed interactive scenes in which players look for cleverly hidden items in order to solve the case, an experience made for the added ease and interaction of stylus controls. With Nintendo DS specific controls and activities, Mystery Case Files: MillionHeir takes a bold step into the Touch Generations with an all-new game in the accomplished Mystery Case Files series.



**Unique Nintendo DS-specific features!** Mystery Case Files: MillionHeir includes intuitive touch screen control using assistance items like an X-Ray scanner, flash light and more. All-new interactive objects and hands-on sleuthing like dusting for finger prints deepen the experience.



**Playing With Friends!** Mystery Case Files: MillionHeir is the only Mystery Case Files game to include multi-player options. In multi-player modes players can search for clues together or compete against each other in real time. Mystery Case Files: MillionHeir also includes game-sharing DS Download Play so friends and family can share the experience.

Nintendo

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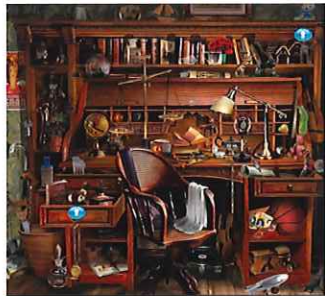
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## What's seek-and-solve?

A search and solve game displays objects in plain sight for the player to find. Can you find both of the teddy bears? Hint:.....There are actually three of them!



MCF seek-and-solve example

Nintendo

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## Game Description

Mystery Case Files: MillionHeir is a completely new title based on the highly popular casual Mystery Case Files franchise. Mystery Case Files: MillionHeir is a seek-and-solve game where players assume the role of a detective who investigates quirky characters by searching through their environments. The objects are displayed in plain sight but are seamlessly interwoven into the illustration, making them challenging to find.



Once a player finds enough hidden objects in a certain area, the character and area will be considered investigated. The player will then be prompted to move to the next potential.

Nintendo

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## Stylus-Controlled Items

With the stylus, players wield items that help the player to solve the case. These items change the game play and add depth to the experience.

**When the lights go out, players will have to move the flashlight around with their stylus.**



Nintendo

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## More Stylus-Controlled Items

**Only on the Nintendo DS can players unlock more hidden items by utilizing X-Ray Vision!**



Nintendo

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## Mini-Games

Finding hidden objects is not the only activity in Mystery Case Files: MillionHeir. Between investigations, players are presented with entertaining brain teasers that must be solved in order to progress. These mini-games add to the depth of the experience by including game-play mechanics that reach beyond the core searching elements. All of the mini-games utilize the DS stylus in ways that provide a true Touch-Generations experience.



Nintendo

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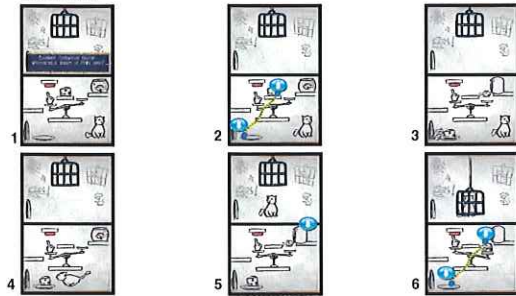
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## More mini-games

With unique mini-games available only to Nintendo DS players, Mystery Case Files: MillionHeir's rendition of Mystery Case Files is the most feature-rich yet. Players use stylus control to animate and solve brain teasers. As an example, take a look at this sketch-style puzzle found in Mystery Case Files: MillionHeir. Follow the arrows to see where players will use the stylus.




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## A bit about the developer

Big Fish Games is the largest online distributor of casual games, achieving over 1 million downloads per day.

Of the titles that are coming out of this leading casual development studio the Mystery Case Files search and solve games hold the top position.

The Big Fish Games website focuses on online interaction with other players, fostering a buzzing online community of casual game fans.

Please visit [www.nintendo.com/mcf](http://www.nintendo.com/mcf) to research the experience.



Nintendo

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# NMI NATIONAL MEETING

SEPTEMBER 3-7, 2008  
LAS VEGAS, NV




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# AGENDA

- ♥ PHOTOS
- ♥ SECURITY POLICIES
- ♥ HANDHELD BEST PRACTICES
- ♥ FALL FOCUS
- ♥ KEY ACCOUNT OPPORTUNITIES
- ♥ PRODUCT EDUCATION
- ♥ TERRITORY CHANGES
- ♥ DENISON REPORT
- ♥ REP Q & A
- ♥ LENGTH OF SERVICE
- ♥ REMINDERS




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# 2007 PHOTO UPDATE

- ◆ Points of emphasis from 2007-08 photo module
  - Competitive information
  - Beyond the borders of video games
  - Improved breadth of competitive activity
  - Improved pictures
  - Improved descriptions
- ◆ 2008-09 Changes
  - ◆ Each rep assigned specific accounts as determined by DS and RM
  - ◆ Account responsibility may shift throughout the year




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SECURITY POLICY REVISION

- 2007-08 Renewed emphasis on Security policies
  - To improve compliance
  - Consistent approach toward non-compliance
- Sign in and out at ALL stores
  - Failure to fully comply the first time:
    - Verbal Warning & noted on Performance Summary as a goal
  - Failure to fully comply the second time:
    - Written Warning
- Bag inspections at entry/exit for ALL stores
  - Failure to fully comply:
    - Verbal Warning & noted on Performance Summary as a goal
  - Multiple times in one day or on a subsequent work day:
    - Escalates to Written Warning
- All warnings stay in effect for the annual review period

Nintendo

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HAND HELD BEST PRACTICES

- Tablet Mode In Stores
- Pouch Contents
  - Business card, Computer cleaning cloth
- Always wear strap
- Place in equipment bag when not in use
  - Entering and exiting stores
  - Restocking and Interactive repairs
- Close cover for storage
- Store in equipment bag insert

Nintendo

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Fall Focus

SPECIAL PROJECTS

- Touch Generation Re-launch
  - 2 titles (Clubhouse Games, Hotel Dusk)
  - New packaging
- DS Launches
  - New Metallic Silver DS.....Sep'08
  - Limited Pink Ribbon DS.....Oct'08
  - Black Friday DS Bundles.....Nov'08

Nintendo

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Fall Focus

## SPECIAL PROJECTS



**BEST BUY**

- ▲ Installation of DS Endcap

▲

**TARGET**

- ▲ Wii Fit endcap installation
- ▲ November Plano gram reset
- ▲ DS Software Pharmacy sidecap 9/14-12/28

**Walmart**

- ▲ MP2 case changeovers
- ▲ MP1 case for Wii Music
- ▲ Wii Holiday Display

Nintendo

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Fall Focus

## SPECIAL PROJECTS



**GameStop**

power to the player

- ▲
- ▲
- ▲

**Toys R Us**

- ▲ Tween section new location and continued maintenance
- ▲ Sonic shelf displayer
- ▲ Mario Shake endcap

Nintendo

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Fall Focus

## SPECIAL EVENTS



**Best Buy Rewards Event**

- ♣ Late October/Early November

**Wii Mall Tour**

- ♣ November and December
  - ◆ Different cities than in 2007
  - ◆ Pictures to verify initial setup
  - ◆ Mandatory Weekend assistance (7 weekends in Nov./Dec.)
  - ◆ 4-6 hour game demos
  - ◆ Demo replaces a workday during the same work week

Nintendo

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Fall Focus

## FOCUSED STORE CALLS

- ◆ Modified checklist with emphasis on:
  - ▲ Demos
  - ▲ Restocking
  - ▲ Display Repair
- ◆ Focus product education on Touch Generation re-launch items
- ◆ Decreased time spent on product ed as the holidays draw closer

Nintendo

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Fall Focus

## KEY ACCOUNT OPPORTUNITIES

- ◆ Gather competitive information
  - ▲ Within Electronics Dept.
  - ▲ Throughout the store
- ◆ Make contact with store management
  - ▲ Store Manager
  - ▲ Department Manager
- ◆ Branding by platform
- ◆ Incremental acquisition
- ◆ Weekend & after hours events
- ◆ Product Education

Nintendo

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## Product Education

### AGENDA

- Why is product education important?
- Required resources
- Presentation skills
- Delivery strategy
- 3 E's
- Key Opportunities

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## Why is Product Education Important?

- Educate store personnel on:
  - Our products
  - Services
  - The video game industry
  - Your role in their stores
  - How to sell Nintendo Products
- Provide hands on experience
  - Enhances their sales performance
- Builds rapport

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## Product Education Resources

- Nintendo Power Magazine
- Personal DS
- Sell sheets
- New release dates (computer checklist)
- Cyberscholar.com
- Nsite
- Nintendo.com
- Retail Binder




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## Presentation Skills

A presentation is more than just talking, writing, or making a speech

### WHAT MAKES A SUCCESSFUL PRESENTATION?

- Knowledgeable about the product being presented
- Speak clearly & concisely
- Be enthusiastic
- Watch your body language-are you smiling, fidgeting, etc..
- Be careful of industry jargon

### REMEMBER .....

Product education is always a presentation whether it is five or forty five minutes

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### *Delivery Strategy*

- Educate as early in the store call as possible
- Know when to and when not to educate store associates
- Maximize your education by speaking with a group
- Educate in a group using required resources
- Make product education fun by giving quizzes & trivia questions to store personnel
- Educate at every available opportunity. Every minute counts!

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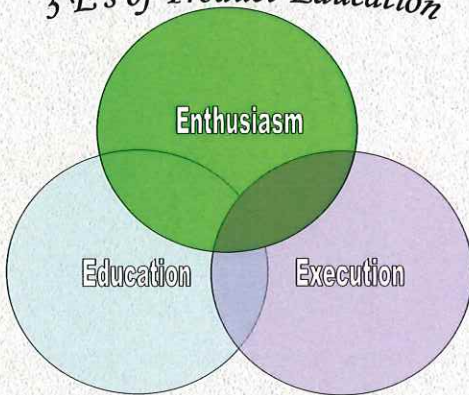
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### *3 E's of Product Education*



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### *3 E's of Product Education*

#### **1.) Educate**

- Knowledge (Nintendo HW & SW)
- Who is your audience?
- Preparation

#### **2.) Enthusiasm**

- Excitement for your products
- Communicate your enthusiasm!
- Make it fun!
  - > Quiz store personnel about your presentation

#### **3.) Execution**

- Where to educate? ANYWHERE!!
- Bring and use all the resources
- Hands-on play experience whenever possible
- Highlight the titles placed in the interactive
- Use your Nintendo Power
- Use the Binder and Nintendo Next
- Sell the benefits of Cyberscholar
- Ask them to download a game for the download station
- Peripheral strategies I.E. attachment & merchandising opportunities

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### *Key Opportunities*

- DM meetings in home stores before store hours with all employees (pre-approved)
- MEM district level meetings
- District conference calls (GameStop)
- In store demos - work with supervisor
- Morning Meetings - at individual stores
- Store calls to educate all department personnel (FT/PT)
- Educate all "key" store personnel
  - Store Manager
  - Loss Prevention
  - Processing/Receiving Manager
  - Claims
  - Merchandising Managers

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???Quiz Time???



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???Quiz Time???

**Question #1:**

What are the 3 E's of product Education?

**Question #2:**

What is another opportunity to participate and educate at GameStop?

**Question #3:**

What are five sources to get educational material for product education ?

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## TERRITORY SERVICE

- ♥ Four Store Classifications
  - ♣ Weekly = P
  - ♣ Bi-weekly = B
  - ♣ Monthly = M
  - ♣ Quarterly = Q
- ♥ Classification based on Store rankings and level of visibility
- ♥ Store classifications regularly evaluated and service adjusted

Nintendo

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## TERRITORY SERVICE

### Two Group Types

- ♥ General Call Groups (G)
  - ♣ Can assign 1 store to multiple groups
  - ♣ Can be assigned multiple times per month
- ♥ Special Project Groups (S)
  - ♣ Only used for special projects/blitzes
- ♥ Increased number of groups
  - ♣ Determined by the ratings and service needs

Nintendo

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## TERRITORY SERVICE

- ♥ Checklist Tasks
  - ♣ **Bold** = Completed on every store call
  - ♣ **Non-Bold** = Complete on first call or until complete
- ♥ *Top Volume* and *Targeted* calls will now simply be known as "Assigned calls"
- ♥ More changes to come as this process evolves

Nintendo

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## TERRITORY SERVICE



**BUILDING GROUPS & CALL ROUTES**

- ♥ Enter Weekly (P) stores first
- ♥ Enter Bi-weekly (B) stores next
- ♥ Enter Monthly (M) stores next
- ♥ Enter Quarterly (Q) stores last
  - ♣ To fill out groups
  - ♣ Based on proximity within scheduled groups
  - ♣ All "Q" stores serviced within the quarter

♥ *September CRP set plans*

- ♣ First day back use as admin day
- ♣ Complete and send to Supervisor by close of business
- ♣ Field service starts the next scheduled day

**Nintendo**

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## DENISON REPORT



**Four focus areas:**

1.) Communication and Collaboration	2.) Embracing change
3.) Customer Focus	4.) Learning

Each Region will create an action plan to ensure NMI is accomplishing the focus areas

1. Identify 3-5 things to **KEEP** doing
2. Identify 3-5 things to **START** doing
3. Identify 3-5 things to **STOP** doing

**Future plans**

- ♦ RMs will compile into one document
- ♦ Monthly progress reviews
- ♦ Regular progress reports

**Nintendo**

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## DENISON REPORT



**Four focus areas identified by Nintendo Corporate Management**

1. Communication and Collaboration
2. Embracing change
3. Customer Focus
4. Learning

**1. Communication and Collaboration**

- Two-way interaction and info sharing across all levels and functions
- All employees making decisions and do their best work based on #1
- Remote locations and offices are a challenge for communication
- Premium placed on exchanging ideas, knowledge and requirements across the company

**Nintendo**

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DENISON REPORT


Four focus areas identified by Nintendo Corporate Management

1. Communication and Collaboration
2. Embracing change
3. Customer Focus
4. Learning

**2. Embracing Change**

- Reach new audiences in new ways
- Flexibility, creativity, and new and improved ways to work
- Respect the wisdom of the past while seizing the opportunities for the future



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DENISON REPORT


Four focus areas identified by Nintendo Corporate Management

1. Communication and Collaboration
2. Embracing change
3. Customer Focus
4. Learning

**3. Customer focus**

- Our relationships with customers internal and external.
- How we treat each other impacts how we nurture relationships with end customers and consumers
- Maintaining service orientation at all levels and in all ways
- Understand our impact on the continuous customer supply chain



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DENISON REPORT


Four focus areas identified by Nintendo Corporate Management

1. Communication and Collaboration
2. Embracing change
3. Customer Focus
4. Learning

**4. Learning**

- Supporting employees with tools, training and development to satisfy business needs
- Treat every employee as a leader in their area, responsible for shaping Nintendo's culture and overall executional excellence
- Implement PLAN, DO, CHECK, ACT methods to drive continuous learning and adaptability



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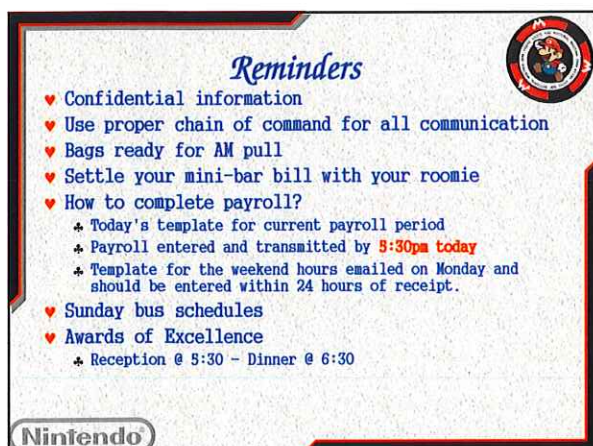
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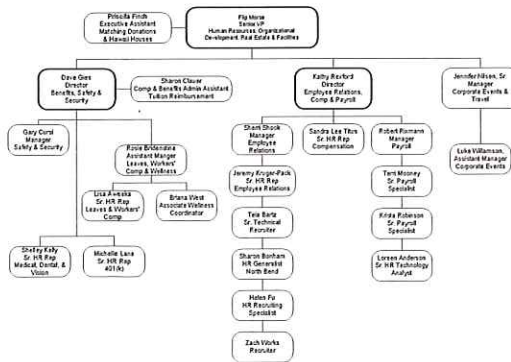




## 2008 National Meeting

### HR MODULE

## Human Resources Org Chart



## Benefits Overview & Update

## Benefit Package Overview

Medical, Dental, and Vision

Benefit Advocate Service

Tuition Reimbursement

Flexible Spending Accounts

401(k) Savings Plan



## Medical Plans

- Medical plans consolidated
- Choice of 3 plans

PPO – Preferred Provider Organization, Aetna eff 10/1

EPO – Exclusive Provider Organization, Aetna

HMO – Health Maintenance Organization, Group Health  
(WA only)

## PPO – Aetna Choice POS II (Open Access)\*

- Administered by Premiera through 9/30/08
- ✓ \$200 Deductible
- ✓ \$1,500 in network out of pocket maximum
- ✓ Out of network allowed
- ✓ Referrals to specialists are not required
- ✓ Generally 80% coverage in network & 50% out of network
- ✓ Prescription \$10 generic, \$20 preferred & \$40 non preferred.
- ✓ Mail order available – 90 day supply for price of 60 day

Based on employee only election, refer to highlight brochure for more details



## EPO - Aetna Select (SM) (Open Access)

- Available to all employees effective 10/1/08
- ✓ No Deductible
- ✓ Referrals to specialists are generally not required
- ✓ No need to assign Primary Care Provider
- ✓ Generally 100% coverage in network after \$15 copay
- ✓ Out of network not covered, except for emergency care
- ✓ Prescription \$10 generic, \$20 preferred & \$35 non preferred.
- ✓ Mail order available – 90 day supply for price of 60 day

Based on employee only election, refer to highlight brochure for more details

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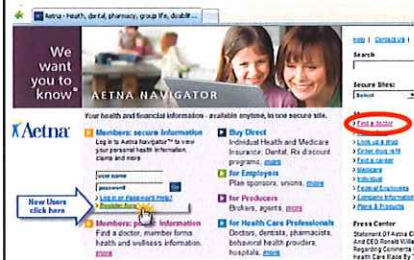
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## Aetna Navigator - www.aetna.com



### Features:

- Print ID cards
- View coverage
- Check claim status
- DocFind

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## HMO – Group Health

- Available to employees located in Washington
- ✓ No Deductible
- ✓ \$2,000 out of pocket maximum
- ✓ Out of network not covered, except for emergency care
- ✓ Referrals to specialists may be required
- ✓ Generally 100% coverage in network after \$15 copay
- ✓ Prescription \$10 generic & \$20 preferred
- ✓ Mail order available

Based on employee only election, refer to highlight brochure for more details

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## Dental – WDS

- \$25 Deductible
- Annual benefit max increased to \$2,000 - **effective 10/1/08**

Plan Benefits	Plan Pays	
	Delta PPO Network	Delta Premier / Non-network
Diagnostic & Preventive Services, including routine exams and cleaning, x-rays, fluoride treatment through age 19	100%, deductible waived	100%, deductible waived
Basic Services, including fillings, oral surgery, root canals	90% after deductible	80% after deductible
Major Services, including crowns, bridgework, orlays, dentures	60% after deductible	50% after deductible
Orthodontic Services	50%, deductible waived; lifetime maximum of \$2,000. Pre-authorization Required	
Temporomandibular Joint (TMJ) Treatment	50% after deductible; calendar year maximum of \$1,000 and lifetime maximum of \$5,000	

www.deltadentalwa.com 1.800.554.1907

## Vision

- Covered under Medical Plan
- 1 exam per 12 months
  - Aetna PPO – can see any vision provider; but have richer benefits with network providers
  - Aetna EPO & Group Health – must use a contracted network provider; no out of network coverage
- Up to \$300 allowance for hardware every 24 months

## ID Cards

- All PPO and EPO participants will be receiving new ID cards
  - ✓ Please destroy old ID cards!
  - ✓ This includes all Premiera & Aetna ID cards
- Aetna Navigator – temporary ID cards available online

### Tobacco Use Policy

- Employees who use tobacco or tobacco products will pay \$50 more than:
  - those who are tobacco-free, or
  - those who participate in and complete an approved tobacco cessation program
- All Nintendo's medical plans offer tobacco cessation, as well as our **EAP**
  - Online and telephonic programs
  - 3 months free nicotine replacement therapy
  - One-on-one coaching sessions, personalized to individual needs
  - Ongoing support and assistance

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### Health Care FSA – WageWorks\*

- \* Administered by WageWorks effective 10/1/08
- Pre-tax health care expense reimbursement for you and your dependents
  - Co-payments, co-insurance, and deductibles
  - Dental care
  - Orthodontia
  - Vision expenses
  - Over-the-counter health care products like aspirin, allergy medicine, antacid, antibiotics
- Min \$250 – Max \$5,000 election per year
- Use it or lose it provision

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### Dependent Care FSA – WageWorks\*

- \* Administered by WageWorks effective 10/1/08
- For eligible day care expense for your dependents, under age 13 or not capable of self-support. May be used for elder care
- Minimum \$250 election per year, Maximum \$5,000
- Pre-tax deduction, not subject to Federal, social security or Medicare taxes
- To be eligible, day care expenses must allow you and your spouse to work or attend school full time
- Use it or lose it provision



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## Plan Year Begins... Now What?

- As a Returning User, Participants will Enter their User Name and Password Here
- As a First Time User, Participants will Register on the WageWorks Website Here
- Everyone Can View the Eligible Expense Lists and Use the FSA Calculators Here

The screenshot shows the WageWorks homepage. At the top, there's a navigation bar with 'ABOUT WAGELWORKS', 'PARTICIPANTS', and 'EMPLOYERS'. Below this, there's a 'NEW PARTICIPANTS' section with a 'LOGON' button. To the right, there's a 'PARTICIPANT QUICKLINKS' section with links for 'Get Claim Forms', 'Eligible Expenses', 'Eligible Dependents', and 'Calculate Savings'. There's also a 'CONTACT US' section with a phone number and a 'CONTACT SALES' button.

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## Plan Year Begins

- View Account Activity Online
- View Account Statements Online
- Set up Pay My Provider Payments
- Print Claim Forms
- Sign up for Direct Deposit
- Order additional Debit Cards

The screenshot shows the 'HEALTH CARE OVERVIEW' dashboard. It includes a 'MANAGE MY ACCOUNTS' section with links for 'Improve Your Card Experience', 'Email, Change or Cancel', 'Request Pay My Provider', 'Print Pay My Basic Claim Form', 'View Account Activity', 'View Claims & Payments', 'View Account Statement', 'View Claims Plan', 'View What's New's Covered', 'Check on Card Status', 'Request Additional Card', 'Edit My Profile', and 'Contact Customer Service'. There's also a 'HEALTH CARE DASHBOARD' section with a 'Health Care Choice Plan 2008' and a 'Pay My Amount' of \$500.00.

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## Pay By Card

One Health Care debit card mailed out to all Health Care participants

Use Health Care debit card at point-of-service for qualified health care expenses

IIAS Certified Merchant - Co-payment Logic - Recurring Transaction Logic - Medical Claims Data

**You MUST save your receipts!** If WageWorks is unable to verify your debit card transaction, you will receive a Card Use Verification form to verify your expense. You will have 90 days from the debit card transaction date to verify your expense.

Debit Card transactions that are not verified within 90 days can result in a participants card being suspended

The image shows a yellow WageWorks Health Care debit card with a Visa logo and a card number.

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## Pay My Provider

- Similar to an online bill paying service
- Funds pulled directly from your FSA account and are disbursed daily
- Pay for recurring expenses:
  - Orthodontia
  - Chiropractic
  - Day care provider
  - Dental procedures
  - Emergency room visits
- For Dependent Care expenses, only the amount up to what is available will be disbursed. Payment shortages must be handled by the employee.




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## TRUEbenefits: Benefit Advocate

- Assistance with claims issues
- Answer benefits questions
- HIPAA compliant
- Secure email message center
- Online benefit portal



1.866.524.8783 M-F 8:00am – 4:30pm PST

[nintendo@truebenefits.net](mailto:nintendo@truebenefits.net)

[www.truebenefits.net](http://www.truebenefits.net) Username: NOA Password: benefits

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## Tuition Reimbursement

- Eligible after 3 months of employment
- Accredited Institution
- Up to \$5,250 of tuition expenses reimbursed per year\*
- 100% for a 3.0 grade or better
- 50% for a 2.0 – 2.9 grade
- Courses must either go toward a degree or improve the employee's work skills/increase his or her contribution to Nintendo

\*50% for part-time employees

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## 401(k) Retirement Plan

- 401(k) Savings Plan
  - Eligible at hire
  - Employee and Nintendo Contributions

[www.divinvest.com](http://www.divinvest.com) or 1.800.755.5801



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## 401(k) Savings Plan – Diversified Investment Advisors

- Contribute up to 100% of eligible compensation
  - IRS limit \$15,500 in 2008
  - Pre-Tax
  - Roth 401(k) after tax
  - Catch-up (turning age 50 or older – additional \$5,000)
- Nintendo matches \$.50 on the dollar up to the first 6% of your deferral each pay period
- 100% vested after 3 years (provided you've worked 1,000 hours in each calendar year)
- You can loan yourself 50% of your vested amount
- Can make changes at any time
- Rollovers from other retirement plans accepted



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## Employer 401(k) Match Benefits

### Hypothetical example



**Employee**  
You earned \$25,000/yr.  
You put 6%, \$1,500 into 401(k)



**Employer**  
Nintendo offers a match of 50 cents on the dollar on the first 6% of deferrals



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## 401(k) Savings Plan – Diversified Investment Advisors

- [www.divinvest.com](http://www.divinvest.com) or call Diversified Investment Advisors at 1.800.755.5801



## 401(k) Contest

- The Region with the highest participation rate on October 1 will have their names entered into a drawing to win a \$50 VISA gift card.
- Current participation rates:
 

– Midwestern Region	66%
– Northeastern Region	64%
– Southeastern Region	78%
– Western Region	74%

## Questions



## Wellness Program Overview & Update

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### NOA Wellness Program

HealthForce Physician Healthline

Resources

Employee Assistance Program (EAP)

Wellness Coaching

Wellness Website



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### NOA Wellness Program

- Recognize and reward employees who practice healthy lifestyle choices
- Provides tools and support to assist employees in achieving optimal health and well being
  - Annual health screening & health risk assessment (HRA)
  - Walking program
  - Resource check-out library
  - Wellness Connection Newsletter
  - Weight Watchers Monthly Program



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### HealthForce Physician Healthline

- (800) 875-3225 for access to a physician – 24/7
- Help in determining nature of injury/illness
- Help in recommending appropriate treatment options
- Not to replace a doctor's visit
- Dial 911 for a medical emergency



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### Employee Assistance Program (EAP)

- 100% company paid
- Confidential resource for employees and eligible family members
- Available 24/7 – 365 days per year
- Up to 8 face to face visits per year, per issue
- Assist with work/life challenges and issues



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### Wellness Coaching Program

- Personalized health and wellness coaching, education, and referral services to help you and eligible family members develop a healthier lifestyle
- Wellness Coach provides assistance and ongoing support for:
  - Weight management
  - Fitness & exercise
  - Stress Management
  - Management of chronic conditions
  - Healthy pregnancy, and ...

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## Tobacco Cessation Program

- Approved program for \$50 per month benefit premium reduction
- Online and telephonic programs
- 3 months free nicotine replacement therapy
- One-on-one coaching sessions, personalized to individual needs
- Ongoing support and assistance
- 45 employees quit since October 2007!

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## How to Contact a Wellness Coach

Don't wait, get started today!

Call toll free:  
(877) 369-2709

OR

Visit the website:

[www.horizoncarelink.com](http://www.horizoncarelink.com)

Login = Company Name: Nintendo

Password: EAP

**All conversations are confidential!!!**

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## Wellness Website



Visit the website today at:  
[www.liveforlife.net/hfit/nintendo](http://www.liveforlife.net/hfit/nintendo)

Use your regular Nintendo network login User ID as your User Name

If you have any questions, contact the NOA Wellness Team at [Wellness@noa.nintendo.com](mailto:Wellness@noa.nintendo.com)

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## Questions



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## Safety Overview & Update

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## Safety – A Nintendo Core Value

- Nintendo is committed to providing you with a safe and healthy work environment.
- Every employee must balance productivity, quality and safety, whatever the task, to be as effective as possible.
- If ever we must choose between productivity, quality, or safety – safety will always take precedence.

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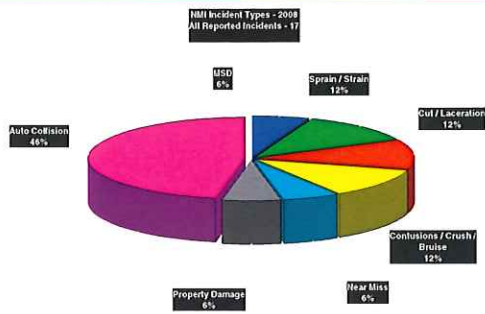
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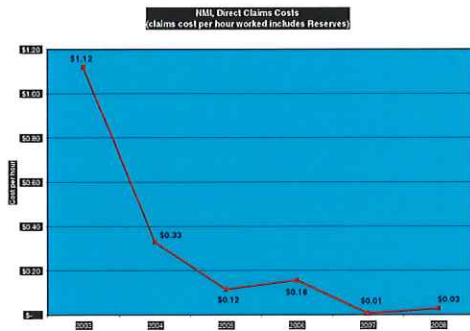
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## How is NMI Doing?



## How is NMI doing?



## Changes to the Incident Form

- No longer need to send by "overnight" delivery
  - Original, signed, incident form can now be sent by regular mail within 5 business days of the incident to Gary Cursi
  - Still need to submit the electronic version to the **NMI Incident Report** e-mail group within 48 hours of the incident





The safest RISK...  
is the one you didn't take.

*Play It Safe!*

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Questions



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